

TODAY'S GROCER

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

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Robert Hill Named Acosta President/COO



ROBERT HILL

Gary R. Chartrand, Chairman and Chief Executive Officer, Acosta Sales and Marketing Company, has announced the appointment of Robert Hill Jr. to President and Chief Operating Officer. Hill will

continue reporting to Vice Chairman Jack Laurendeau.

As president of operations since 2003, Hill has proven his ability to successfully manage Acosta's day-to-day operations. In his new role of President and Chief Operating Officer he will be responsible for managing all of the Acosta Inc. business operations.

Hill joined Siler Brokerage Company, an East Tennessee-based sales and

Continued on **PAGE 23**

A&P and Pathmark Announce Merger Agreement

*Transaction Will
Create a 550-store,
\$11 Billion Company*

The Great Atlantic & Pacific Tea Company, Inc., Montvale, NJ, and Pathmark Stores, Inc., Carteret, NJ, have reached a definitive merger agreement in which A&P will acquire Pathmark Stores, Inc., for \$1.3 billion in cash, stock and debt assumption or retirement, creating a 550-store, \$11 billion supermarket chain operating in the New York, New Jersey and Philadelphia metro areas, as well as in Baltimore/Washington DC, Michigan and Louisiana. The transaction is expected

Continued on **PAGE 10**

Julio Sanchez

This Longtime Grocer has People in Florida Saying "Bravo" to **Bravo** SUPERMARKETS

MANAGER-RETAIL SERVICES
SOUTHEAST DIVISION
BRAVO SUPERMARKETS

Page 12

**THOMAS HAGGAI
RECEIVES
IGA'S
J. FRANK
GRIMES
AWARD**

2

**CUSTOMER
SATISFACTION
HITS
ALL-TIME
HIGH**

4

**44K BRAVO OPENS
IN PEMBROKE PINES**

14

**WINN-DIXIE CHEF
SHIPS OUT**

32

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Thomas Haggai Receives IGA's J. Frank Grimes Award

Dr. Thomas Haggai, IGA Global president, chairman and CEO and non-executive chairman of IGA, INC., has been awarded by the IGA Chicago staff the J. Frank Grimes Award for his outstanding service to IGA. Haggai was presented with the award during IGA's Global Summit, held Feb. 25th -28th at Marriott's Doral Golf Resort and Spa in Miami.

The Award is given in recognition of extraordinary achievement to one who exhibits the principle, passion and great charisma of IGA's founder J. Frank Grimes. Past recipients of the award include some of the world's most esteemed business executives.

Haggai's career with IGA began in 1972, when he, a Southern Baptist minister and renowned public speaker, became the first non-wholesale food executive elected to the IGA Board. In 1986, Haggai became chairman and CEO of IGA, a position he held until late 2006, when Mark Batenic, former executive vice president and chief operating officer of Clemens Markets, assumed control of IGA's domestic operations and Haggai transitioned into his position with IGA.

Global. Currently he oversees operations of IGA Global, a Singapore Corpo-

Continued on PAGE 10



DR. THOMAS HAGGAI

According to New NACS Report

Who Sells Gas – and For What – May Surprise You

While the vast majority of drivers buy gasoline at least weekly and shop based on a store's specific price, the makeup of the retail locations at which they buy their gasoline – and how much the stores profit from gasoline sales – are a mystery to most U.S. consumers.

Most consumers believe that major oil companies own and operate the majority of fueling stations in the United States, far above the percentage that actually do, according to a new report released by NACS.

Just over half (52 percent) of consumers say that most of the gasoline retailing locations in the United States are owned and operated by one of the major oil companies, according to findings from the 2007 NACS Consumer Fuels Report. In reality, less than 3 percent of the more than

112,000 convenience stores selling gasoline are owned and operated by major oil companies. Convenience stores sell an estimated 80 percent of the gasoline purchased in the United States, and roughly 60 percent of these stores are one-store operations, owned by independent entrepreneurs who may choose to sell a specific brand of fuel, according to NACS.

"Perhaps because most gasoline retailers sell a specific brand of fuel and have canopies promoting that brand, consumers assume that these stores are owned by major oil companies," said Greg Parker, NACS vice chairman of research and technology and president of The Parker Companies, which owns 23 convenience stores selling branded motor fuels in southeast Georgia.

Consumer misperceptions

regarding who owns gasoline retailing locations is one of several that is common to the industry, the report found. Consumers also believe profits made by gasoline retailers are much higher than they actually are.

Shockingly, one in seven (14 percent) consumers aged 18 to 49 believe that retail profits top \$1 per gallon. In reality, after factoring in all expenses, including credit card fees, the real average profit per gallon is closer to 1 cent, NACS reports. Overall, one in 11 consumers (9 percent) say that gasoline retailers make more than \$1 per gallon in profit.

"Consumer misperceptions about who operates stations and how much those stations make on gasoline sales are likely fueled by the strong quarterly profit statements from major oil companies, which are largely driven by

'upstream operations,' such as oil exploration and production," said Parker. "Because more than half of the price of a gallon of gasoline is attributable to the cost of crude oil, gasoline prices tend to move in the same pattern as oil prices, reinforcing consumer misperceptions."

More than one of every three (36 percent) consumers say that gasoline retailers make more per gallon when prices increase, even though overall profit margins tend to shrink because of heightened competition for price-conscious consumers. Earlier findings from the 2007 NACS Consumer Fuels Report found that more than one in four consumers would change their purchasing behavior to save one penny per gallon. Only one in 20 (5 percent) con-

Continued on PAGE 10

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INSIDE

ON THE PROMOTIONAL FRONT:

Chandra Wilson Partners With Sara Lee To
Customer Satisfaction Hits All-Time High

4

STRICTLY NATURAL:

Bear Naked®
It's Time to go Organic!
Flax Plus® Pumpkin Raisin Crunch – now that's a mouthful!

6

Amaury Portela Named V.P.
New Business Development

8



Bravo Opens 44K Store In
Pembroke Pines

14

DAIRY:

Wisconsin Cheese Serves Up Seasonal Promotions

Tropical® Quesito Casero®
Colombiano

DELI:

Salami Goes French Gourmet...
And Kosher

16



MEAT:

Conventional Supermarkets
Wield the Power of Meat
Sales to Compete

18

Southeast Frozen Foods Defines
Business Models and 'Renames'
Company

20

Publix and South Florida
Shoppers Raise Nearly
\$1 Million for Charity

21

GROCERY:

Pompeian Creates New
Vinegar Category



Utz Introduces Baked
Potato Crisps

LouAna® Cooking
Oil Introduces
Bilingual Labels

22

The Number of C-stores Increases
3.2 % to 145,119 Stores

Winn-Dixie Fried Chicken Now
Trans Fat-Free

23

BAKERY:

Krispy Kreme Introduces
the Original Glazed
Doughnut Hole
Cup

Sara Lee To Sell
Pies Directly
To In-Store
Bakeries
Nationwide

24

Neighbors Supermarket Opens in
Miami's Historic Edison District

26

THE BOOK SHELF:

The 150 Healthiest Foods on Earth



VIDEO & MUSIC:

The X-Files
Meets The
Twilight Zone

Hit the 'Road'!
With Mr. Stinky
Feet!

Blast Off The
Belly Fat, Bikini

Body and Sizzling Salsa

Dance with Lisa: Red Hot Salsa II
Made Simple, Extra Hot

28

Winn-Dixie Corporate Chef Ships
Out on Aircraft Carrier

30

Family Night Celebration
Premiers South Dade
Publix Grand Opening

32

PEOPLE PLACES & THINGS:

Britney Summer
Hagy Crowned
Miss Food City
2007

GMA/FPA Names
Emily Beizer V.P.
of International
Affairs

Winners of
Coca-Cola/Food Lion Joint
Sweepstakes Announced

Five Food Lion LLC Vice Presidents
Assume New Roles

Acosta Completes Fresh Foods
Acquisitions

COMING EVENTS

36-37

ESPAÑOL:

Nombran a Amaury Portela
Vicepresidente de Desarrollo de
Nuevos Negocios

39



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4 On the Promotional front

Award-Winning TV Actress

Chandra Wilson Partners With Sara Lee To Educate Moms About Whole Grain Nutrition

Sara Lee is continuing its efforts to increase Americans' consumption of whole grain by partnering with recent Screen Actors Guild Award winner and mother Chandra Wilson, who plays one of television's most famous prime-time surgeons. Wilson is helping draw attention to a recent survey that revealed seven out of 10 consumers mistakenly believe their wheat bread is 100% whole wheat when it isn't and working to educate mothers and families on the importance of whole grains in their diets.

"The bread aisle can be a very confusing place and moms need help deciphering labels," said Wilson. "I recently learned that enriched wheat breads are labeled wheat but are actually made with little whole wheat flour. I too had fed my family a wheat bread assuming it was 100% whole wheat. Now that I know all wheat breads aren't the same nutritionally, I want to help other mothers learn the differences between wheat breads and get their families eating 100% whole wheat."

The partnership aims to help consumers navigate the bread aisle and introduce them to products with a strong nutritional profile. Sara Lee recently launched Sara Lee Soft & Smooth 100% Whole Wheat Bread, the first "no compromise" bread made to please



SCREEN ACTORS GUILD AWARD WINNER Chandra Wilson is best known for her role as Dr. Miranda Bailey on the hit ABC series, "Grey's Anatomy," where she portrays a tough surgical resident with poignancy and a charmingly sarcastic wit.

the whole family with a mild taste, smooth texture and 100% whole grain nutrition.

"As a mother of three picky eaters, I understand how hard it is to convince children to eat healthy foods," added Wilson. "Most wheat breads don't offer the nutrition I want for my family.

My kids don't like of the flecks and grainy toppings on typical whole wheat bread. So, when Sara Lee introduced Soft & Smooth 100% Whole Wheat Bread, my kids loved the light color, soft texture and mild taste. I'm thrilled they are eating 100% whole grain bread."

SURVEY FINDINGS

Nutrition experts recommend whole grains and consumers know they should eat them. Unfortunately, most consumers don't like them. Of the 650 million traditional loaves of wheat bread baked in the United States in the last year, 477 million (or 73%) lacked 100% whole grain nutrition, according to Information Resources, Inc. data. Moms have a hard time getting everyone in the family to eat bread with a strong whole grain taste and rough texture. Instead they choose enriched wheat bread — made from enriched wheat flour and a small proportion of whole-wheat flour — that deliver on their taste and texture preferences but lack whole grain nutrition.

A recent survey commissioned by Sara Lee Food & Beverage revealed that most consumers who buy enriched wheat bread mistakenly believe they are buying 100% whole wheat bread. Seventy-three percent of survey respon-

dents incorrectly identified their bread as 100% whole wheat when it actually has similar nutritional make-up to traditional white bread.

Other survey findings include:

- Fifty percent of traditional wheat bread consumers mistakenly believe their bread is the best nutritional choice.
- Only 1 percent of consumers can accurately estimate the amount of whole wheat flour in traditional wheat breads. Most traditional wheat breads have less than 20 percent whole wheat flour.
- Sixty-four percent of consumers incorrectly believe brown bread is better for you than white bread and 25 percent mistakenly use a bread's color to determine how healthy their bread is.

"As a down-to-earth, working mother of three who is juggling motherhood, a demanding job and still finds time to grocery shop, Chandra Wilson is a natural fit for the Sara Lee brand," said Peter Reiner, vice president, Sara Lee brands, Sara Lee Food & Beverage. "Chandra has tremendous appeal with mothers who are taking steps to improve the diets of their families. We're thrilled to be working with her and know that Sara Lee Soft & Smooth 100% Whole Wheat Bread has won a place at her family's table because of its great taste and superior nutrition."

Customer Satisfaction Hits All-Time High

Consumer Spending Growth Likely to Remain Strong

Customer satisfaction with the goods and services that Americans buy reached an all-time high in the fourth quarter of 2006, according to a report released February 20 by the University of Michigan's American Customer Satisfaction Index (ACSI). The index climbs to 74.9 on the ACSI's 100-point scale, up 0.7% from the previous quarter, and up almost 2% from the previous year. This is the highest score the index has had since its first measure in 1994 (74.8).

ACSI has consistently predicted future consumer spending and is an indicator of financial performance at both the company and industry level. The latest ACSI data suggest that satisfied consumers will continue to prop up the economy, driving consumer spending growth of between 3.5% and 4.1% for the first quarter of 2007.

"In view of these results, it is not surprising that the consumer continues to lift the economy despite the housing slump," said Professor Claes Fornell, director of the University of Michigan's National Quality Research Center, which compiles and analyzes the ACSI data.

"The economy may not be coming in for a soft landing. With the confluence of a number of favorable economic factors, there may be no landing at all. Rising wages, little inflation, and falling unemployment combined with higher customer satisfaction and strong consumer confidence suggest the trend in spending growth will continue to drive economic growth," said Prof. Fornell.

Every fourth quarter, ACSI measures customer satisfaction for the retail and financial services sectors and e-commerce. Improve-

ments in customer satisfaction occur across the board with 9 of the 13 industries measured in the fourth quarter showing improvements.

RETAIL SECTOR:

Customer satisfaction with the retail sector, which includes department and discount stores, specialty retail stores, supermarkets, gas stations, and health and personal care stores, makes a big jump, up 2.8% to 74.4 on the ACSI's 100-point scale.

The specialty retail stores industry improves 1.4% to 75. Leading the industry once again is Costco, which rose 2.5% to 81, its highest score ever and one of the highest in all of ACSI. The biggest gain in the retail trade goes to Best Buy. The company's score rises 7% to 76. Top-line products and extensive service offerings are helping the retailer to improve customer satisfaction, even while it has added many stores over the last year.

Scores for Home Depot and Lowe's moved in opposite directions in 2005 with Home Depot dropping and Lowe's on the rise. Their stock performances over the last four years have mimicked that trend, again illustrating the link between customer satisfaction and stock prices. But this year both companies reverse course, as Home Depot's ACSI score improves 4.5% to 70 and Lowe's drops 5.1% to its lowest score ever (74).

"Home Depot's \$350 million investment in store operations, new hires and more training may be paying off," said Prof. Fornell. "The gap in customer satisfaction between Home Depot and Lowe's is closing, but Lowe's still holds a significant lead. Their challenge is to maintain strong customer service even as they accelerate growth and open more stores."

The department and discount stores industry is one of the industries that did not improve this year, slipping 1% to 74. No measured company in the industry makes an im-

provement and the "all others" category of stores with smaller market shares declines 4%. Kohl's maintains its leadership position with a strong score of 80, followed by J.C. Penney, which holds steady at 78 for the second year in a row. Target (77) and Dillard's (75) drop 1.3%, while Federated Department Stores (71) sinks 4.1%.

Supermarkets improve slightly, up 1% in aggregate to 75. Publix reaches a new high, improving 2.5% to 83. The company is partly employee-owned and has a reputation for good customer service and a family-friendly atmosphere. SUPERVALU drops 4% to 74 as it absorbs some Albertson's stores in an acquisition. Albertson's had been a poor performer before being acquired, and its less satisfied customers surely have impacted SUPERVALU's score.

The drug store industry is up 2.6% from its first measurement last year. CVS makes a big jump of 5.4% to 78, and Rite Aid is up 4.2% to 75. Both companies have been adding more outlets, defying the convention that mergers compromise customer service. CVS has more locations nationwide than any other company in the industry. New computer technologies help drug stores keep highly interconnected and allowing prescriptions to be refilled at any store. More locations mean greater convenience.

FINANCE:

Every industry save one in the finance and insurance trade has improved customer satisfaction. In the aggregate, the finance and insurance sector jumps 2.7% to 76, its highest score since 1994 (78.5). The finance and insurance sector includes commercial banks and property, life and health insurance.

Commercial banks reach a new high of 77, continuing a steady trend of improvement that goes back to 2000. The 2.7% increase is driven by improvements by Wachovia (+1.3% to

80), JPMorgan Chase (+3% to 72) and Wells Fargo (+7.5% to 72). Wachovia once again leads the industry, and no competitor is even within 6 points.

Improvements in quality and value are driving customer satisfaction gains for life and health insurance. The jump in life insurance scores (up 5.3% to 79) is led by MetLife, which climbs a whopping 10% to 78. Though health care costs continue to climb, both health insurance premiums and drug costs grew at a slower pace in 2006. Health insurance is up 6% to an all-time high of 72.

E-COMMERCE:

E-commerce improves for the second year in a row, and at 80 is less than a point off of its all-time high (80.8 in 2003). The e-commerce sector includes e-retail, online auctions, online brokerages, and online travel.

Online retail is one of the highest-scoring industries of ACSI, and this quarter improves 2.5% to 83. Barnesandnoble.com (+1% to 88) continues to lead the industry, followed closely by Amazon.com (87).

eBay drops slightly to 80, but still leads online auction sites. Selling both new and used products in 45,000 different categories, eBay also competes with online retailers and continues to do well financially.

Online brokerage hits a new high-water mark at 78, up 2.6% from last year. Charles Schwab leads the charge, up 8.1% to 80. New to ACSI this year are Fidelity (80) and TD Ameritrade (77). E*TRADE also improves, up 4% to 74, though still lags others in the category.

The online travel industry is one of the few to lose ground this quarter, dropping 1% to 76. Though there are only slight fluctuations among the main players — Orbitz, Travelocity.com and Expedia — the decline is mostly due to smaller travel websites, which drop 4%.



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Bear Naked®

Bear Naked, Inc. is rolling out an expanded portfolio of snacking options. The #1 and #2 granola brand in the natural and conventional channels, respectively, will be available in several package sizes and configurations, accommodating both consumers' and retailers' requests for great-tasting, better-for-you snacking alternatives.

"From day one, Brendan and Kelly set the goal for Bear Naked to produce all-natural granolas that would, hands down, beat the competition on taste," says Tyler Ricks, Bear Naked's Senior Vice President of Sales and Marketing. "We can confidently say we have reached our goal, as internal research shows that taste is the number one reason consumers eat Bear Naked." Consumers also enjoy Bear Naked's original soft-baked texture, because it allows them to eat their granola as a snack — straight out of the bag. Adds Ricks, "According to industry data, Bear Naked is driving granola category growth and we believe its expanded use as a snack is the reason why."

Consumer trends are clear — better-for-

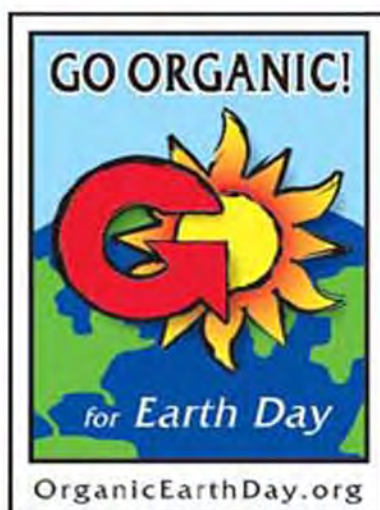
you snacking options are driving growth in every food category. However, there is plenty of opportunity to better meet consumers' needs. According to Mr. Ricks, "One perfect example is the checkout lane — the final frontier of unhealthy food — as a majority of the items here are still gum, candy and mints. Based on consumer trends, a more balanced checkout lane is inevitable. Our goal is to partner with retailers that are progressive and want to take the lead in driving this change."

To make better-for-you snacking easier to come by for on-the-go consumers, Bear Naked offers the following portfolio of snacking alternatives for its granola line:

- Variety Pack: Twelve (12) 2oz. bags in three flavors; SRP = \$8.49
- 1.35 oz. Single-Portion Snack Pack: available in two flavors; SRP = \$0.89
- 6-pack of 1.35 oz. Snack-Pack: available in two flavors; SRP = \$4.99
- 5 oz. Re-sealable Bag: available in two flavors; SRP = \$2.69
- 2 oz. Re-sealable Bag: available in four flavors; SRP = \$1.79

It's Time to Go Organic!

The Go Organic! for Earth Day campaign helps consumers cut through the organic clutter and take the first steps toward making organic part of their diet and lifestyle. It's the nation's largest coordinated effort to educate and excite the public about the benefits of going organic in celebration of Earth Day (April 22, 2007) and throughout April. Now in its third year, Go Organic! for Earth Day is bigger than ever. This April, 3,500 grocery stores across the nation and more than 30 leading organic manufacturers will come together to help consumers discover, understand and ultimately enjoy organic products as part of their daily lives.



The campaign is in partnership with the Earth Day Network and the Organic Trade Association (OTA). They have teamed up for the third annual Go Organic! for Earth Day to turn the spotlight on how organic food is not only better for our health, but for the health of our planet.

The Go Organic! for Earth Day campaign includes Earth Day events, special promotions, organic product sampling and money-saving coupons available at participating retailers throughout April. Coupons can also be obtained by calling 1-866-I-GO-ORGA (NIC). In addition, organic chef to the stars Chef Akasha Richmond, author of the cookbook Hollywood Dish, has created an Earth Day menu featuring a day's worth of simple, delicious, organic recipes. This year, Go Organic! is also offering a wellness spa sweepstakes for an all expense paid trip to The Crossings in the scenic Hill Country of Austin, TX, a setting that inspires growth, balance and sanctuary. All recipes plus informational materials, a Test Your Organic Smarts fun quiz and a store finder to locate local participating retailers can be found at the campaign Web site www.organicearthday.org.

Coupons will be available from participating stores, at www.organicearthday.org or by calling 1-866-I-GO-ORGA (NIC). In 2006, more than 2.7 million coupon books were distributed.

Flax Plus® Pumpkin Raisin Crunch – now that's a mouthful!



Nature's Path Foods, Inc. has introduced FlaxPlus® Pumpkin Raisin Crunch, an extension to its popular line of Flax Plus® products. This new cereal is a unique combination of the company's two top-selling cereals Pumpkin FlaxPlus® Granola and FlaxPlus® Flakes cereal.

Nature's Path Founder Arran Stephens says: "We've taken our crispy Flax Plus Flakes,

combined them with our crunchy Pumpkin Flax Plus Granola, added plump, juicy organic raisins and created a real taste sensation!" Stephens adds, "All that and the nutritional and functional benefits of organic ingredients like our flax and pumpkin seeds."

This is more than just a great tasting cereal — FlaxPlus® Pumpkin Raisin Crunch is rich in Omega 3s fatty acids (the good fats), boasting 650 mg per serving. It also has 16 grams of whole grains per serving — an excellent source and one that will please discerning consumers. This new cereal is an excellent source of fiber with 9 grams, that's 36 percent of your daily allowance in each 55-gram serving. Each serving of FlaxPlus Pumpkin Raisin Crunch provides up to 20 percent of the daily requirement of iron, and 340 mg of potassium — an important spark plug for metabolizing proteins, fats and carbohydrates.

The suggested retail price of this Kosher and USDA certified organic cereal ranges from \$3.29 to \$3.69.

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Amaury Portela Named V.P. New Business Development

Amaury Portela has been promoted to the position of Vice President - New Business Development for Associated Grocers of Florida, Inc., according to a recent announcement from company President/CEO, Cal Miller. Most recently, Portela has served the company in the capacity of Business Development Manager. In his new capacity, Portela will be responsible for solicitation of new business and servicing of existing members and customers.

Portela has risen through the ranks quickly during the four years he has been with AG. "Amaury does his job well, with pride, and a high capacity of professionalism," Miller told TODAY'S GROCER. "He is an outstanding individual, a fine credit to our company, and a great family man. We're most fortunate to have him on our team."

Portela brings a wealth of experience to his new position, having been in the food industry for over fifteen years. He began in the brokerage business at Acosta Sales in 1992. He left the brokerage business years later for Best Foods where he spent six years as an account executive in the Miami market. After leaving Best Foods, he spent the next four years as a retail counselor at Fleming Cos.-Miami Division. Prior to joining to AG of Florida in September 2003, Portela also had been a grocery buyer with Navarro Discount and a retail counselor at Southeast Wholesale Foods.

Originally from Havana, Cuba, Amaury arrived in the U.S. in 1985. A 1991 graduate of American Senior High, he also studied at Miami Dade Community College.

Amaury and his wife, Gladys, reside in Miami Lakes with their children.



■ NEWLY-NAMED V.P. - New Business Development at Associated Grocers of Florida, Amaury Portela (right) is pictured receiving congratulations from company President/CEO, Cal Miller (left).

FMI Facts About Store Development 2006:

New Supermarkets Deliver A Diverse Mix Of Fresh Foods

Organic Foods, Sushi Stations, Olive Bars Growing Common

Food retailers are delivering abundant fresh foods, convenience and diversity in the supermarkets they are building today, according to the new Food Marketing Institute (FMI) report Facts About Store Development 2006.

Nine in 10 companies are featuring fresh seafood, delis, prepared takeout foods and aisles or sections devoted to ethnic offerings in new stores. At least half are including olive bars, sushi stations, pharmacies and a separate organic or natural food aisle or section.

The number of supercenters and food-drug combination stores offering virtually all these features continues to increase, driven by consumer demand for one-stop shopping.

RETAILERS FOCUS ON ETHNIC, ORGANIC AND GOURMET NICHES

At the same time, retailers continue to target well-defined niches. Overall, 14.5 percent of the companies surveyed opened at least one niche-focused store in 2005. Of these, 44 percent were ethnic formats, predominantly Hispanic. Retailers are building natural and organic stores for consumers concerned about health and wellness and gourmet outlets for high-income shoppers.

"The niche stores and diverse assortment of fresh products show that the industry is responding to the changing and diverse demands of the American consumer," said FMI Senior Vice President Michael Sansolo. "Relentless competition is forcing retailers to maintain a keen focus on their customers and act quickly whenever they see a shift in lifestyles or needs."

This fast response is reflected in the short time it now takes to build stores, a median of 29 weeks, according to the report. As recently as five years ago, the time required to construct a supermarket was 40 weeks.

"These trends," Sansolo added, "are all the more impressive given the double-digit rise in construction costs."

STORE CONSTRUCTION, REMODELING COSTS INCREASE SHARPLY

In 2005, the typical food retailer invested \$6.5 million to build a store, costing \$146.70 per square foot. These figures are up from \$5.5 million and \$124.86 per square foot the previous year. Measured in square feet, the cost increased 17.5 percent. Remodeling costs increased 45.5 percent, from \$44 to \$64 per square foot. The typical remodeling job cost \$1.9 million in 2005.

Driving up these expenses were increases in the cost of asphalt, steel and electrical construction, each exceeding 20 percent, and concrete, masonry, plumbing and lumber, exceeding 15 percent, according to the companies surveyed.

Four in 10 retailers opened stores in 2005, the same ratio as the previous year. Remodeling activity declined to 4.5 percent of the stores represented in the survey, from 5.7 percent in 2004.

Many companies are reducing construction costs by converting existing buildings to supermarkets. In 2005, more than one-third of the retailers that opened stores (35.5 percent) retrofitted standing structures. The cost to retrofit was only \$88.70 per square foot, 40 percent less than the cost to build a store from the ground up.

Retailers are also cutting costs with energy-saving features such as LED lighting, timer-controlled lights and the use of alternative energy sources.

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Dip Into Gordo's®

As mainstream America's palate intensifies, Kachwa Food Group is leading the way for Authentic Mexican Restaurant Cheese Dip. Kachwa Food Group has successfully supplied Mexican restaurants for over 30 years. With the knowledge and experience it has garnered over the years, the company decided to take the next step and introduce Gordo's Cheese Dip to the retail market.

When Kachwa Food Group approached the retail market the company knew they had a product the American consumer was looking for. Gordo's Cheese Dip is a white cheese dip similar to the cheese dip consumers rave about at the Mexican Restaurants. Gordo's unique recipe supports the product the consumers are searching for. Not only the products' quality and taste but the packaging, brand identity, merchandising, and advertising are vital to the success of Gordo's.

Gordo's understands it is the successful packaging that entices shoppers to pick up the product initially; and it is the quality of the product that will keep shoppers purchasing it again and again. Gordo's Cheese Dip has been effectively introduced in the southeast. In the past two years Wal-mart, Publix Super Markets, Food Lion, Harris-Teeter and leading independent grocery stores have pushed the sales up 120% since January 2004. Because of Gordo's achievement in the Southeast, the brand is now distributed nationally.

With Gordo's Cheese Dip being a "new" brand in many markets, Gordo's applies 10% of Cheese Dip sales towards its introduction into new markets. Gordo's R&D continues to produce new flavors to satisfy regional taste demands. A strong consumer response has encouraged the company's R&D efforts in the past year. Gordo's now has five flavors on the market Original, Mild, Hot, Cheese N' Salsa, and Cheese N' Chipotle. Gordo's Melt is also a popular easy melt cheese with the rich buttery taste today's consumers are looking for.

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Thomas Haggai Receives IGA's J. Frank Grimes Award

Continued from PAGE 2

ration, from his offices in his hometown of High Point, N.C.

IGA Board of Directors Chairman Drayton McLane, who presented Haggai with the J. Frank Grimes Award, expounded on Haggai's dedication to the Alliance. "Tom Haggai has devoted more than a quarter of a century in service to IGA. He has preached the mission of the Alliance to the world, fostering growth in countries around the globe. Through his nurturing, IGA today has operations in 44 of the United States and more than 40 countries, commonwealths and territories on all six inhabited continents. No doubt, IGA Global will continue to thrive under his compassionate and insightful direction."

"Seldom in my career have I been as surprised or touched as I was when given the J. Frank Grimes award by the IGA Chicago staff," Haggai said. "It was my good fortune to have spent so many years surrounded by these dedicated members of the Alliance, and I feel confident that they will embrace Mark Batenic with the same warmth I have been shown. So deep is my affection for Mark that had I been able to name him chairman of IGA USA some years ago, I would not have hesitated in the least. It is important to keep in mind that though IGA has divided for the sake of managerial effectiveness, we, as our founder J. Frank Grimes intended, will work together to ensure the world sees IGA as one."

Who Sells Gas – and For What – May Surprise You

Continued from PAGE 2

sumers correctly said that profit margins typically decrease as gasoline prices increase.

Interestingly, consumers' idea of fair profit is actually a lot higher than real profit. In fact, 11 percent of consumers say that at least 50 cents per gallon in profit, after expenses, would be fair.

Consumers are adamant about one thing when it comes to fueling and that is price. Nearly two out of three (66 percent) consumers say price is the most important factor when shopping for gasoline. Virtually all consumers reported that they purchase gasoline at least weekly, with 93 percent indicating that they had purchased fuel in the past week and more than one in three (36 percent) indicating that they had purchased gasoline within the previous two days.

A&P and Pathmark Announce Merger Agreement

Continued from PAGE 1

to be completed during the second half of A&P's Fiscal 2007 year, subject to completion of shareholder and regulatory approvals, as well as other customary closing conditions.

Under the terms of the transaction, The Tengelmann Group, currently A&P's majority shareholder, will remain the largest single shareholder of the combined entity. Christian Haub, Executive Chairman of A&P, will continue as Executive Chairman of the combined company; Eric Claus, President and CEO of A&P, will also maintain the same position in the combined company.

Pathmark shareholders will receive \$9.00 in cash and 0.12963 shares of A&P stock for each Pathmark share. As a result, Pathmark shareholders, including its largest investor, The Yucaipa Companies LLC, will receive a stake in the combined companies.

The boards of both A&P and Pathmark have unanimously approved the transaction. Both Yucaipa Companies and Tengelmann have entered into voting agreements to support the transaction.

Following completion of the transaction, approximately 86% of the combined company will be held by existing A&P shareholders and approximately 14% will be held by former Pathmark shareholders on a fully diluted basis. The combined company will have approximately 49 million fully diluted common shares outstanding, compared to approximately 42 million fully diluted common shares today.

A&P summarized the key benefits of the transaction as follows:

- Ability to better serve customers in the New York, New Jersey and Philadelphia metro areas.
- Annual integration synergies of approximately \$150 million within two years, through cost reductions in overhead, greater efficiencies, increased utilization of support facilities and the adop-

tion of mutual best practices between the two companies.

- Retention of the Pathmark banner, format, customer appeal and sales productivity.
- Combined information systems integration into A&P's modern technology platform.
- Corporate management/administrative consolidation of A&P and Pathmark employees in Montvale, New Jersey.
- Platform for investment in existing and new stores to better compete in the Northeast retail food industry.
- Benefits to the customer through the breadth of offerings available from the combined companies, and the continuation of community outreach efforts.

Haub said, "This is a significant and historic occasion in our industry, and for A&P and Pathmark stakeholders. This transaction is the latest step in A&P's strategic transformation, which began approximately 18 months ago in 2005 with the successful sale of A&P Canada and its U.S. executive leadership change. We are thrilled to bring together a transaction that will transform A&P's financial performance, efficiency and overall competitiveness, create substantial value for shareholders of both companies and offer enhanced opportunity for A&P and Pathmark employees."

Claus, A&P's President and CEO, added, "Our team is very excited about the significant potential this combination promises to deliver. By bringing these two great brands together, and by drawing on the strength of Pathmark's tradition and strong customer franchise in our Northeast region, we have the opportunity to establish an entity that appeals to a very diverse customer base, offering a breadth of products and services. We are eager to build on the operating improvements already achieved at both A&P and Pathmark on a stand-alone basis, by adding Pathmark's excellent facil-

ities, locations and associates and by taking full advantage of the financial synergies of the transaction. In the future, we will utilize the entire range of Pathmark and A&P formats, by targeting each to specific locations for maximum customer benefit."

John Standley, Pathmark's CEO said, "I would like to thank all Pathmark associates for their hard work and dedication. Their exceptional efforts have enabled the company to participate in this transaction, which will create significant value for our shareholders. I am confident the combined Pathmark and A&P teams will join together to create a vibrant new company, which will benefit our customers, associates and shareholders."

In closing, Haub added, "I want to express my appreciation to the A&P and Pathmark Boards of Directors; to the employees of both companies; to Ron Burkle, Managing Partner of The Yucaipa Companies, LLC; to our advisors, and to those in both organizations whose efforts and cooperation have advanced this landmark transaction toward fruition. I also appreciate the support of The Tengelmann Group, in opting for a substantial but reduced investment in A&P to permit a change that is in the best interest of A&P and all its stakeholders. Moreover, we have every confidence in the long-range value of this investment for all shareholders, as our combined company moves forward."

The transaction is not conditioned on receipt of financing by A&P. Bank of America and Lehman Brothers have committed to provide financing to support the acquisition. A portion of the cash merger consideration will be provided by the sale by A&P of a portion of its shares in Metro, Inc. or, if needed, A&P capital stock, totaling \$190 million of net cash proceeds. A&P will assume approximately \$170 million of Pathmark capital leases

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JULIO SANCHEZ

The Man Who Has Florida Saying: 'Bravo' to Bravo SuperMarkets

When you're starting a new company, or when new to the marketplace, you'd better make sure you have selected the right person for the job. Someone that embodies the many attributes required for success: Knowledge, Drive, Personality, and Leadership Ability. Even if you're not starting from scratch – but almost!

When Krasdale Foods management made the decision to introduce their highly successful Bravo SuperMarkets concept to the Sunshine State, they looked long, hard, and carefully before making their choice of the right individual to lead their new Florida endeavor. Fortunately, they made the right selection when they named food industry veteran, Julio Sanchez, to head their Southeast Division.

Krasdale Foods, Inc./Alpha I Senior Vice President, Ken Krasne, speaks highly of Julio Sanchez. "Julio brings a level of professionalism which reflects very well upon our entire organization – both north and south. Combine this with his unflinching dedication to our customers and it's easy to understand why we've had so much success in the Sunshine State."

"It's no small task to go from zero to twenty stores in as short a period as we have and Julio has been the driving force behind this incredible growth. The project requires a leader who has the ability to work outside the typical organizational structure and Julio jumped right into the deep end of the pool. In a sense, his role has been almost entrepreneurial in that he has single-handedly recruited a small group of spirited, experienced, and exceptionally talented individuals and they in turn have brought us to a level of excellence we could hardly have predicted. After all, working in an unstructured environment is not something many of us are equipped or willing to do and Julio's team takes to it with an uncommon sense of ease."

"Perhaps more remarkably, is he knows EVERYONE. We refer to him as 'The Mayor' because everywhere we go – Miami, Tampa, Orlando – people always come over to us and say 'Julio! how've you been?' or 'thanks for helping us with that problem!' etc. It's like walking with a celebrity."

"To me, the most important thing Julio brings though is an unwavering sense of values, ethics and family. He and Margarita recently joined us on our exciting trip to South Africa and their presence reminded us again why they are such dear members of our extended family. We had over two hundred people with us and they contributed to make the trip a roaring success. Wherever they go, the Sanchez's can't help but make friends because they truly enjoy people," Krasne told TODAY'S GROCER.

Well known to members of the Florida Food Industry, Sanchez came on board the project when he joined Bravo and parent company, Krasdale Foods, on May 18, 2003. "I was looking for a change and I was eager to take on a challenge," he recently told TODAY'S GROCER. "I looked at myself in the mirror and said, 'you can make it happen.'"

The Bravo concept and program is one of proven success in the metro New York, tri-state area where Krasdale services over 300 supermarkets under the Bravo, C-TOWN and AIM banners, operated by some of the most progressive independent operators in the business.

"I've always enjoyed working with independent retailers, helping them to grow their stores and businesses," Sanchez continued. "I enjoy working with people and making things happen. I like to be creative – it's in my blood. I don't see my job as merely a job but as a rewarding



■ Margarita and Julio Sanchez pictured with Alpha I Senior Vice President, Ken Krasne (second left) and Krasdale Senior Vice President, Jay Reinstein (second right), pictured during Krasdale's recent retailer trip to South Africa.



■ Julio Sanchez pictured with longtime friend and fellow Florida food industry veteran Jack Swart, Vice President/Natl Sales Manager International Distributors of Grand Bahama Ltd. (IDGBL).

way of life.

"This is really a simple business. You love it or you hate it. I happen to love it – especially working for Krasdale. I enjoy getting up every morning and going to work."

Sanchez hasn't done it all alone, though. He has quietly and efficiently assembled a cadre of proven industry veterans and created a team that works effectively on behalf of the retailers they serve.

Included in this group of key individuals are Jose Jorge – Retail Counselor (South), Bob Sawyer – New Business Development/Retail Counselor, Richie Sanchez – Retail Counselor (North), Alina Leal – Merchandising Manager (Southeast Division), and Mayra Rodriguez – Marketing/Customer Service. Together, the group operates from its headquarters/support center located in Miami's Blue Lagoon Office Park at Blue Lagoon Drive, suite-857, Miami, FL 33126.

"You don't do this all by yourself. The people I've surrounded myself with these past four years are entitled to much of the credit for making the Bravo concept a success in Florida."

The Bravo Florida-based team is also able to draw on the vast resources and expertise of its New York headquarters. This includes business development, marketing, merchandising, advertising, and many other resources necessary to keep independent operators competitive with their chain counterparts.

Sanchez credits much of the success Bravo is enjoying in the Southeast to the efforts of Dennis Wallin, Bravo Vice President of Business Development-Southeast Division. "Dennis is both my friend and a leader within the industry. He's someone that I look up to for what he brings to the table. Not only here in Florida, but also in New York. He's always been there for me."

"The first time I met Julio, I immediately knew he was the person we needed to manage and grow the Bravo program for us in Florida. I was impressed with his knowledge of the Florida market as well as his drive and ambition," Dennis Wallin says.



■ Julio pictured with another longtime friend and fellow Bravo team member, Retail Counselor Jose Jorge.

"Julio is a 'can-do' person who does whatever it takes to get the job done and our rapid Florida expansion is due – in large part – to his efforts and those of his team."

"Our mission statement in Florida is to build and operate quality supermarkets that are merchandised for the communities they're located in."

"Superior customer service and competitive pricing were our goals and I believe we have accomplished what we set out to do. I want to say 'Bravo' to Julio Sanchez and the entire Florida team for the outstanding job they have done in Florida," Wallin emphasized.

Those who know Sanchez well regard him as a hard worker, often putting in 50-60-hour work weeks. "I love to be around people – that's what my business is all about."

Sanchez attributes much of the credit for the success of the Bravo concept in Florida to three primary areas: 1)-**Concept**, 2)-**Opportunity** that Krasdale provides, and 3)-**Marketing Support** that the company provides its customers.

"We're a partnership," he says with pride. "Anything we can do to help our retailers grow their business, we want to do. It's not just about money, it's about doing the right thing for our store operators."

"It's hard being an independent operator in today's competitive environment. They need the support only a team can offer. We provide that support from A-Z. This includes merchandising, ad team, etc. We have the right formula to support a supermarket. It's a Team Effort. The retailers give us the opportunity for us to help them realize their goals."

Krasdale Foods provides the concept, marketing support, and a strong team to realize its retailers' goals. "Krasdale is a strong company – it has grown big and strong because our retailers know that it can make them successful," Sanchez says with pride. All of these components are available to Florida's independent Bravo operators, while supply of store merchandise is provided through an excellent work-



■ Julio credits as a mentor and source of much of his food industry knowledge and inspiration, Bravo Vice President-Business Development, Southeast Div., Dennis Wallin.

ing relationship the company has forged with Associated Grocers of Florida, Inc. "We have a great working relationship and receive outstanding support from our service providers at Associated Grocers," Sanchez says. "Together, we have grown the concept."

Sanchez also credits a number of other companies for the roles that they play in the ongoing success of Bravo operators. These firms include such prominent companies as Quirch Foods, Sun City Produce Company, Goya, Iberia, La Fe, and other DSD vendors. He is also quick to credit much assistance from food brokers/manufacturers' representatives, and a number of others, including equipment and store supply providers.

Today there are 18 Bravo Supermarkets in the 12K-43K sq. ft. size operating across the Sunshine State with more opening every day. Recently, stores opened in Pembroke Pines and Haines City, and another store is about to open at the intersection of 103rd Street and NW 7th Avenue in Miami.

"Our retailers are a very knowledgeable group of individuals," Sanchez is quick to point out. "We are very fortunate to be working with such a select group of men and women. They are all leaders and are willing to listen and learn from us. They are our partners. We have great relationships with all of them. We truly work together as a team. We have their support because they believe in what we're doing," Sanchez continued. "They're good people."

Looking internally toward his own company, Sanchez says, "The company (Bravo/Krasdale) is very appreciative of what we're doing down here in Florida."

Although Bravo has only been operating in the Florida market for a short time, Julio Sanchez has played a major role in Florida food retailing for a long time.

JULIO A SANCHEZ was born in 1952 in Havana, Cuba, where his father worked at family-owned restaurants and supermarkets on the Island. Following the overthrow of the government, Julio, his father, and mother, and uncle left for Spain in 1963. With his grandparents already in the United States, Julio arrived stateside at the age of 12 in 1965.

While still in high school, young Julio began bagging groceries at the age of 16 for The Grand Union Company at store #714 which still functions today under different ownership at Central Shopping Plaza in Miami.

His hard work and dedication was quickly noticed by his superiors. Following graduation from Miami Senior High, Julio studied Business Administration at Miami Dade Community College. At the same time, he was beginning to advance with Grand Union. Promotions quickly came as stockman, third man, grocery manager before being named manager of a store located at 12th Avenue and Flagler Street.

A short time later, Julio returned to store #714 where he began training to become a produce supervisor. Later he would become district manager responsible for twelve stores in Miami-Dade County until 1983 at which time Grand Union with-

drew from the Miami market.

His knowledge of the Miami market and his experience gathered while with Grand Union, quickly landed him a position with SUPERVALU as produce consultant for the Hispanic market. SUPERVALU would later leave South Florida and for the next three years Julio was a part owner and supervisor of America Supermarkets which operated stores at SW 8th Street and 5th Avenue, and 8th Street and 62nd Avenue.

Julio next joined Pueblo International as assistant store director for one of the company's Xtra Super Food Center units located in Hialeah. Six months later, he was promoted to store director at its high volume Dadeland location. Three years later, he was promoted to director of operations for Miami stores until Xtra also left food retailing in South Florida.

With a lot of retail experience under his belt, he became a store manager for Office Depot at its location on Flagler Street at 77th Avenue, but couldn't quite shake the allure of the food business. One year later, he joined Fleming Companies – Miami Division as retail counselor for its IGA store group. He remained in this capacity for the next five years before being promoted to divisional sales manager responsible for all retail counselors in Miami. During his time with Fleming, he also saw service as director of store operations for the company's corporate-owned Hyde Park store locations in Miami.

Over the years, he has maintained many professional affiliations while remaining active in community service. This includes Kendall Latin Chamber of Commerce, La Liga Contra El Cancer, and The Latin Chamber of Commerce in Broward County.

Throughout his career, he has established sales performance records while operating food stores. He received two special recognitions in 1990 from the Latin Chamber of Commerce (CAMACOL) when the organization named him both Merchant of the Month and Business Man of the Year. The Cuban Women's Club "Floridana 90" named him a grand benefactor in 1990, and he received a special recognition that same year in the publication, El Vendedor, the official publication of the Asociacion de Vendedores del Estado de la Florida. Miami Mayor, Xavier Suarez, singled him out for special recognition in 1991 for his efforts in solicitation of donations to the elderly.

Along the way, none of this would have been possible had it not been for the support he has always received from his beloved wife of 34 years, Margarita. While maintaining her own career at Miami Children's Hospital, Margarita and Julio have raised two daughters – now grown: Suzette Ruiz, a school principal married to her lawyer husband, Rene, and Jenny Alfonso, a pharmacist married to her CPA husband, Adrian.

The couple continues to maintain their home in Miami where Julio enjoys spending quality time with family and going on vacation trips, cruising and following all kinds of sports.

"I've tried to establish a simple philosophy for myself and other members of our Bravo family here in Florida. We take each day one day at a time and have fun along the way," Julio says.



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Bravo Opens 44K Store In Pembroke Pines

Owner/Operators Nick Gonzalez and Edilberto Trujillo Debut Second Florida Location

Nick Gonzalez and Edilberto Trujillo are celebrating the grand opening of their new Bravo Supermarket located at 12141 Pembroke Road in the Flamingo Plaza shopping center in Pembroke Pines, Florida. Their first Sunshine State location opened in Hollywood in March 2006.

The 44,000 sq.ft. independently-owned store, which features 35,000 sq.ft. of selling area, grand opened on Thursday, March 1 at 7 o'clock in the morning. The store, a former Winn-Dixie location, has been completely renovated and remodeled and is designed to be a state-of-the-art, full service supermarket. The store's product mix has been geared to meet the unique needs of the diverse population in the five mile radius surrounding the store. The store has been merchandised to create a destination shopping experience for all consumers in the area. The store features a full-service deli, offering hot foods, an expanded produce department, a wine shop, and a custom-cut butcher shop.

The grand opening was supported by a full color four week circular and radio adver-

tising campaign.

Both Gonzalez and Trujillo are experienced food retailers and also operate a Bravo in Orange and a C-Town supermarket in Newark, NJ. Nick Gonzales has over 25-years in food retailing. The Florida operation is a true family endeavor. Nick is supported by his entire family- wife, Betty, sons, Alberto and Nick, Jr., and son-in-law Jonathan Gumble. The staff of 75 associates is under



the management of Store Director Vanderley Farias.

Gonzalez told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping

experience to Pembroke Pines. Based on the store's varying demographics and its unique location, the store will draw from a broader trading area. We are committed to bring consumers the personal service and quality food products that only "hands-on" independent store owners can provide. We realize that, by knowing our customers and satisfying their needs, we can successfully compete with the large established chains in the area."

Trujillo added, "Based on the growth of the population in Florida, we have invested in the future of the marketplace. We realize that this area needs a first class supermarket that knows the community and is proud to be apart of the community. In addition to everyday low prices, the Bravo merchandising program offers outstanding savings. We want our customers to feel at home when they shop with us. We are confident that we can live up to our statement that

NEW BRAVO - The 18th Bravo Supermarket to be opened in the Sunshine State, located at 12141 Pembroke Rd., was opened on March 1 by owners/operators Nick Gonzalez and Edilberto Trujillo.

Bravo is the "supermarket for savings" on the products our customers need and want the most."

Customer service is efficient thanks to a state-of-the-art front end system installed at the eight checkouts and customer service center by ISE Corp. of Miami. The installation includes NCR RealPOS30 electronic checkouts, 17" flat screen customer service monitor, Touch Seven cashier display, SMS software 3.10 version, RBS link, credit card processor, NCR 7167 printer and NCR 7876 scanner scales.

The store hours of operation are 7 a.m. to 10 p.m. daily. The new store offers many shopper amenities including: Service Meat Counter, Fresh Cuban Coffee, hot lunch with daily specials, rotisserie chickens and fresh seafood. At the Customer Service counter shoppers can purchase MoneyGrams, Money Orders, and Lottery Tickets and may utilize food stamps and WIC checks.

The Pembroke Pines location is the eighteenth Bravo Supermarket in the state of Florida



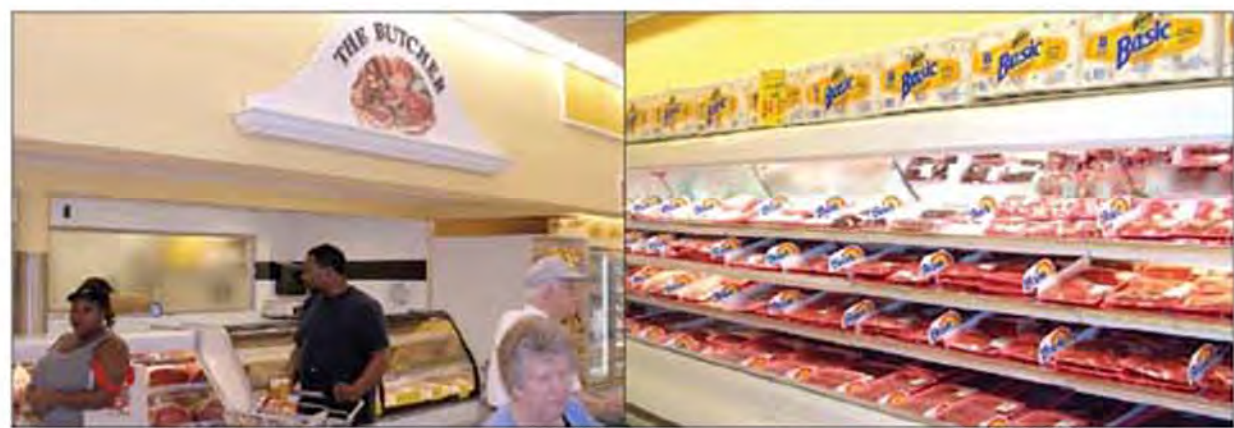
OWNER/OPERATORS Nick Gonzalez and Edilberto Trujillo receive grand opening congratulations from Bravo Supermarket's Manager-Retail Services Southeast Div., Julio Sanchez (left) and Bravo V.P. -Business Development, Southeast Div., Dennis Wallin (right).



AG OF FLORIDA President/CEO Cal Miller pictured with Bravo Meat Dept. Mgr. Josée Rodriguez.



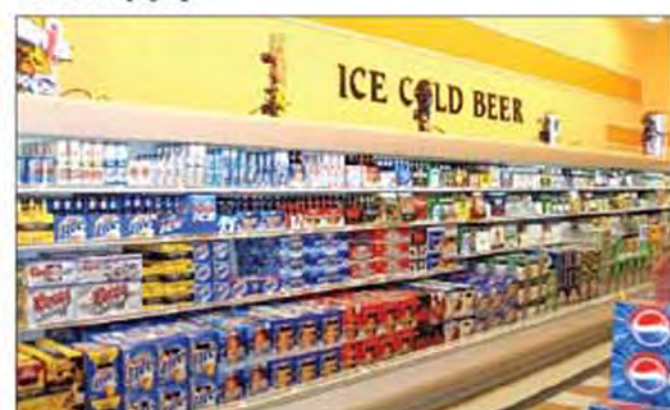
The new store benefits from the fine support offered jointly by the Bravo and AG Teams pictured here are (left to right): Dennis Wallin [Bravo]; Cal Miller [AG]; Julio Sanchez [Bravo]; Ken Krasne [Bravo/Alpha 1]; Lou Papa and Phil Kelly [Bravo].



The store has been merchandised to create a destination shopping experience for all consumers in the area. Among its many amenities are self-service meats, a custom-cut butcher shop, and a large selection of frozen meats.



■ Nick Gonzalez and Edilberto Trujillo pictured with Pedro Panton, ISE Corp. [second, left] and Cal Miller, Associated Grocers of Florida [right].



The new store features an impressive variety of domestic and imported ice cold beers.



■ TOP BRASS on hand opening day, included [left to right]: Dennis Wallin, Bravo; Jack Swart and Cal Milleer, Associated Grocers of Florida; Jay Reinstein, Bravo Sr. Vice President; Ken Krasne, Sr. Vice President, Alpha 1; Greg Young and Mitch Terry, Associated Grocers of Florida.



■ ASSOCIATED GROCERS of Florida V.P. HBC/GM Mitch Terry reviews the store's large assortment of \$1 items.



■ The store's expanded Produce Dept. features a wide selection of fresh fruits and vegetables.



■ The store features a wide selection of cards and gift wrap.



■ Opening day lines are long but the wait is short, thanks to state-of-the-art technology featuring NCR equipment from ISE Corp.



■ CUSTOMER SERVICE and checkout is easy at the new store, thanks to state-of-the-art technology installed and serviced by ISE Corp. of Miami.



■ Cafeteria associate David Guerra pictured in the Floral Dept. with Florist Emily Rodriguez.



■ SEAFOOD MANAGER – Jorge Ramos.



■ Shoppers make their product selection from the massive Aisle of Values display.



■ Edilberto Trujillo and Nick Gonzalez pictured with Bravo team members Mayra Rodriguez, Alina Leal and Julio Sanchez.



■ SPACE GANG demonstrator Beatrice Andrade samples opening day shoppers.



■ OPENING DAY shoppers have their choice of a large selection of farm fresh dairy products.



■ A favorite with opening day shoppers is the store's Bakery Department.



■ GOOD FRIENDS - Julio Sanchez [center] with McArthur Dairy representative Oscar Alfonso and Flowers Food representative Juan Colome.



■ Owner/operator Nick Gonzalez with the store's Public Relations specialist Jonathan Gumpel [left].



■ Large, well-stocked displays ready to greet shoppers.



■ Bravo Meat Director Lou Papa with Bravo Meat Specialist Phil Kelly.



■ Bravo Retail Field Technician Tom O'Rourke [center] pictured with ISE Project Managers Luis Cambra and Mario Oranges.



■ Store Director Vanderley Farias [left] receives an opening day handshake from Bravo Manager-Retail Services Southeast Div., Julio Sanchez.



■ ALL SMILES – Amaury Portela and Cal Miller, Associated Grocers of Florida, pictured with El Sembrador representative Gus Hernandez [center].



■ Well-merchandised, fully stocked aisles make shopping a pleasure at the new Pembroke Pines Bravo.

16 Dairy

**TODAY'S
GROCER**

Wisconsin Cheese Serves Up Seasonal Promotions

The Wisconsin Milk Marketing Board (WMMB) is serving up opportunities to increase cheese sales this spring and summer season with:

TWO GREAT TASTES, ONE DELICIOUS BRUNCH!

Spring into sales with Wisconsin Cheese and Simply Potatoes®. WMMB has teamed with Simply Potatoes for an April brunch promotion, "Two Great Tastes, One Delicious Brunch!" The promotion is supported by a half-page FSI that will circulate to 34.6 million households on April 1. The FSI features a \$1 coupon offer for consumers who purchase any Simply Potatoes products and \$3 worth of Wisconsin Cheese. To increase consumer awareness for the promotion, radio spots will run in 28 markets across the country. In-store, the brunch promotion is supported by counter cards in the deli section and tear pads in the dairy section with recipe brochures and \$1 instant coupons for Wisconsin Cheese and Simply Potatoes.

FATHER'S DAY FAVORITES

WMMB is combining three of dad's favorite foods and feeding him all the necessities for the best Father's Day cookout ever, including:

- 50 percent off "Weber's Big Book of Grilling,"
- a free Wisconsin Cheese brochure, and
- \$1 coupon for Edward's® Frozen Pies.

The "Father's Day Favorites" promotion is sponsored by WMMB, the National Cattlemen's Beef Association and Edward's Frozen Pies. It is supported by radio and a full-page FSI that will circulate to 35 million households in June.

BOLD FLAVORS OF SUMMER

Cheese, beer and summer grilling rally to create the boldest flavors of the season. In partnership with Samuel Adams and the National Cattlemen's Beef Association, WMMB launches the "Bold Flavors of Summer," a sizzling summer cheese promotion that provides retailers with a unique sales opportunity while also offering consumers a host of new grilling ideas via a free 16-page recipe booklet. Delicious pairing ideas for beer, cheese and beef are offered. The booklet, available at Samuel Adams and Wisconsin Cheese retail displays, includes coupons for Wisconsin Cheese, Simply Potatoes, Pam® Cooking Spray Product and Chinet® Plates. Shoppers will be treated to samples of Wisconsin Cheese and beer through several in-store sampling events coordinated by Samuel Adams during the months of July and August.



Cheesy Profits

Tropical® Quesito Casero® Colombiano



Tropical® Quesito Casero® Colombiano in the 12 oz. and 24 oz. sizes, is a semi-soft white cheese with just the right amount of salt. Healthy and nutritious ... it's made with 100% natural milk. Great for sandwiches, arepas, and as a snack. Order now ... the rush to your stores is on. To learn more about this exciting profit-maker, contact Tropical Cheese National Sales Manager, Alex Fernandez, at Tel. 305-598-2665 or Fax: 305-598-0218

Swissrose International Extends New Fondue Line



Swissrose International has debuted a new extension to their traditional imported cheese and chocolate Fondue lines. The warm, communal cheese dish that first became popular in the 1970's has grown into an international food craze.

"Fondue is back! It's a fun, social food that everyone enjoys. It fits right in with the current trends of American entertaining," says Debbie Seife, Director of Marketing for at Swissrose. "Swissrose has always offered traditional stove top and pot fondues, but our new mini cups are especially great because they're so convenient. It's a mess-free, quick, easy alternative that you can just pop in the microwave for a fast gourmet snack."

All Swissrose fondues are imported from Switzerland and are available in ready-to-prepare mini 5 oz. microwavable snack cups or in the traditional 14 oz. fondue packets.

Deli

**TODAY'S
GROCER**

Daniel's Kosher Charcuterie

Salami Goes French Gourmet... And Kosher

Au revoir conventional cold-cuts and ordinary deli meats... there's a new saucisson on the shelf thanks to Daniel's Kosher Charcuterie. Winner of best new meat product at Kosherfest, 2006, these saucissons are not your ordinary salami; they are made with 90% lean prime-cuts of Glatt Kosher beef and prepared in true French style - naturally smoked in an old-fashioned open flame smokehouse over hickory hard wood.

Charcuterie (literally "chair cuite" - or "cooked meat" in French) is the craft of salting, smoking and curing meats. Although it has been around since the Middle Ages - and previously referred only to pork - it was the immigrant Jews from North Africa (Algeria, Morocco, and Tunisia) who made charcuterie - kosher. Today, the term describes many items, including a wide variety of beef, fish and poultry products.

And now, Kosher Charcuterie makes its debut in the United States.

Daniel Teboul is the founder and chef of Daniel's Kosher Charcuterie. After World War II, Daniel's parents emigrated from Algeria to France, bringing with them many Sephardic customs and recipes. During his childhood he was treated to these exotic



DANIEL TEBOUL was born and raised in France. He has lived in the United States for over 20-years, is an American citizen and a gourmet chef. Daniel resides in Larchmont, NY, with his wife, two daughters, and French poodle.

flavors, but it was his parent's homemade saucissons that inspired him most: "I wanted to bring these special flavors to the States...maybe it was for me personally, as I have been searching for this type of kosher salami since I first arrived in the U.S. some 20-years-ago."

So far Daniel has created three kosher saucissons (more products are on the horizon for '07) - all reflective of the diverse regions of France they represent:

Saucisson de Lyon: Prime beef, 90% lean,

Glatt Kosher. Inspired from the gastronomic area of Lyon, it is a classic like no other...ideal on a French baguette;

Saucisson de Marseille: Prime beef, 90% lean, Glatt Kosher. Spicy but delicate, it's a taste of Southern France...perfect with a glass of Rosé;

Saucisson de Paris: Prime beef, 90% lean, Glatt Kosher. Traditional Parisian treat made with original spices and fresh garlic...a great appetizer.

And to top things off, Saucisson de Paris is this year's first-place winner for best new meat product in Kosherfest's annual new product competition. Kosherfest is the kosher food industry's premier event, which promotes new and established products from all over the world.

Although charcuterie is from France, Daniel's saucissons are American through and through: inspected by the United States Department of Agriculture (USDA), the plant is based in New Jersey where the smoke-house has been renovated to comply with the laws governing the kosher food industry. Organize Kashrut (OK) Kosher has been a key partner in this regard. Established in 1935, the OK Kosher certification is one of the most renowned and respected symbols of kosher approval in the world.

Daniel's Kosher Saucissons are available in fine gourmet stores in and around Miami, including: Aroma Kosher Market, Cooper City; Kosher Marketplace, Boca Raton; Kosher Kingdom, Aventura; and Sarah's Tent, Aventura.



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18 Meat

**TODAY'S
GROCER**

■ New Consumer Research Unveils

Conventional Supermarkets Wield the Power of Meat Sales to Compete

Demand for Natural and Organic Meat Increasing

Conventional supermarkets remain by far the destination of choice for consumers buying beef, chicken, pork, fish and other meats, according to the second annual report titled *The Power of Meat — An In-Depth Look at Meat Through the Shoppers' Eyes*, which was released February 20 at the 2007 Annual Meat Conference in Orlando, FL.

The American Meat Institute (AMI) and Food Marketing Institute (FMI) published this consumer research, which was sponsored by Cryovac, A Division of Sealed Air.

As many as 70.8 percent of consumers shop at conventional supermarkets as their primary source for meat, up from 68.3 percent in 2006. Once again, a significant number of supercenter patrons skip the meat aisle there. In fact, nearly one in four (24.8 percent) buy these products instead at conventional supermarkets.

"Traditional supermarkets deliver a cost-quality value across the meat case to compete effectively with discount retailers," said FMI Senior Vice President Michael Sansolo. "This is part of a larger trend in which conventional stores are excelling at offering a wide range of fresh products, including produce, prepared meals, ethnic items and gourmet foods."

The 2007 study found that meat remains a staple of American dinner plates. Four in 10 consumers serve beef and chicken three or more times a week, and more than one in 10 dine on pork as often. These findings are due in part to an increasing number of family meals prepared at home, according to the report.

"Consumers increasingly recognize that meat delivers protein and other essential nutrients," said AMI Senior Vice President of Public Affairs and Professional Development Janet Riley. "Processors are offering an increasing variety of convenient meat and poultry products in a wide array of nutrition and flavor formulations that are being well-received in the marketplace."



More Than One in Five Consumers Now Purchase Natural and Organic Meat

Demand for natural and organic meat crossed the 20 percent milestone with 21.2 percent of the shoppers surveyed saying they purchased

these products in the past three months — up from 17.4 percent in 2006. Nearly half (48.9 percent) bought them at supermarkets, more than two in 10 (22.8 percent) at natural and organic stores and one in 10 (10.6 percent)

at supercenters.

Chicken is the most popular natural and organic meat, purchased by more than seven in 10 shoppers (73.2 percent) in the past three months, followed by beef (50.7 percent) and ground meat (31.0 percent).

Five beliefs motivate at least four in 10 shoppers to buy these products:

- Better health and treatment of the animal, 44.0 percent.
- Better nutritional value, 43.0 percent.
- Better taste, 42.0 percent.
- Positive long-term health effects, 41.9 percent.
- Freshness, 41.9 percent.

Price, however, continues to restrain sales of natural and organic meat. More than six in 10 shoppers (63.0 percent) said they would buy more of these products if the prices were more in line with those of conventionally produced meat.

Meat Shoppers Value Quality at the Right Price

In fact, price affects consumer purchases of all types of meat. While shoppers value the quality of meat offered by conventional supermarkets, they are extremely price-driven in selecting which products to buy. More than one-third (36.4 percent) compare meat and poultry prices at different stores in fliers and advertisements before every shopping trip. Once in the store, more than half of consumers seek the best value among different cuts and types of meat every time they shop.

Price per pound ranks highest among the features most important to consumers when selecting a cut of meat, averaging 4.5 on a scale of 1 to 6. Next important is product appearance (4.3), followed by package size/total package price (3.8) and nutritional content (3.6).

How Shoppers Would Improve the Meat Department

Consumers offered hundreds of suggestions about how to improve the meat department and increase sales. The improvements most often cited that would stimulate more sales are improved product quality (48.6 percent) and more variety (40.1 percent).

Many people suggested that retailers offer smaller portions and package sizes, suited for the large number of one- and two-person households, including many baby boomers.

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GUEST EDITORIAL

Four Keys to Successfully Selling Your Grocery Store Online

By: MIKE HANDELSMAN



Selling your grocery store is a life-changing event.

The decision to sell can be brought on by a variety of factors, including a change in location, finances, or lifestyle.

Whatever the reason, sellers should be aware of online resources that can make the transaction more efficient and effective.

Grocery stores and supermarkets are frequently bought and sold online. At BizBuySell, an online business marketplace with over 50,000 business-for-sale listings, we see many interested buyers and a growing number of sellers in this category.

Beyond simply giving you access to buyers who you might not otherwise meet, selling a business online makes economic sense. Putting your store for sale on an online business marketplace is cheaper than placing a newspaper classified ad, and will ensure much more widespread exposure.

However, before listing your store in an online business marketplace, you will want to remember four key points — preparation, using Web tools to your advantage, providing the right information and screening buyers.

Preparing to Sell a Grocery Store

Ideally, many months should come between making the decision to sell and putting your store on the market. This allows you to properly assess the financial situation of your business and create reports detailing potential growth and revenue. It will also give you enough time to modernize any outdated systems that might deter buyers once the business hits the market.

Have all the information potential buyers might want — past performance, business costs, strengths and weaknesses, for example — prepared in advance. Business must go on as usual while the grocery store is for sale, and once buyer inquiries begin coming in you might find yourself too busy to

put together all the necessary information and keep the business running.

Using Web Tools to Your Advantage

Online business marketplaces offer a variety of tools that can help make preparation for selling easier.

For starters, it is crucial to price your business accurately.

According to BizBuySell data, grocery stores sold for an average of \$467,000 last year.

The data also indicates that grocery stores typically sell for an average of 87 percent of sellers' original asking prices. If you want to sell your business for around \$500,000, you'd do well to ask for \$575,000.

Of course, the price your business will sell for depends in large part on your revenues and profitability. According to BizBuySell data, the price-to-revenues multiple for grocery stores averaged 0.47 and the price-to-cash-flow multiple averaged 2.86.

In other words, a business with annual revenues of \$500,000 would likely sell for \$235,000. An alternative valuation might be arrived at using the company's cash flow information. For example, if the business had an annual cash flow of \$100,000, the valuation would be \$286,000. Most buyers are more interested in cash flow numbers rather than revenue numbers.

A comparables report can provide specifics based on comparable establishments, chosen geographic area, gross income and cash flow ranges. This kind of report, which is available on sites such as BizBuySell.com and BizComps.com, can provide general rules of thumb about pricing.

An online marketplace can also provide a listing of brokers who can provide additional help in buying or selling a shop.

When submitting a listing, make sure the title is concise and clear, but attention-getting. The title should convey why potential buyers should be interested in finding out more. If there is anything about your business that makes it particularly desirable, such as location, make sure to include it in the headline as a selling point.

Providing the Right Information

Confidentiality is a significant factor for business sellers.

In order to keep the shop running smoothly during the selling process, you will probably want to be extremely careful not to let customers, employees and competitors know you are selling. This means that certain details should be kept at a minimum when posting an online ad.

The key is providing the most information possible without giving away the identity of the business. It is important to give viewers an idea of the general location of the business, but do not post the business street address, phone number, or e-mail address in the listing. Instead, create a separate e-mail address and phone number for inquiries from potential buyers.

Do tell potential buyers why you are selling the business. If you are honest, people will tend to be less skeptical, and you will probably sell your business faster.

Screening Buyers

Another potential issue to prepare for is inquiries from people who are not serious about buying. Sellers often encounter people who have the dream, but no realistic intention of going through with a deal.

It is difficult for online marketplaces to screen potential buyers, so sellers have to determine whether prospective buyers are serious or are just kicking the tires. The best way to do this is by asking potential buyers direct questions about how long they have planned on buying, how they plan on financing the establishment and how much money they have for a down payment. This kind of informal interview will allow you to determine early on whether the prospect is worth pursuing.

ABOUT MIKE HANDELSMAN

Mike Handelsman is General Manager for BizBuySell, the Internet's largest business for sale marketplace. Since 1995, BizBuySell has offered tools that make it easy for business owners and brokers to sell a business, and potential buyers to find the business of their dreams. BizBuySell lists over 40,000 businesses — spanning 80 countries — for sale at any time, with over 4,500 added or updated each month. Please visit www.bizbuysell.com.



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Southeast Frozen Foods Defines Business Models and 'Renames' Company



RICH BAUER

Southeast Frozen Foods, a six division food distributor, has outlined for TODAY'S GROCER their two business models, created a new mission statement, and has embarked on a process to rename the company, according to Rich Bauer, CEO of Southeast.

Southeast really represents two business models within the same organization, Southeast Frozen Foods, and Southeast Wholesale Foods. To more clearly identify itself with current and prospective customers, Southeast embarked on a process to 'rename' the company.

To do this, Bauer requested an internal contest, so everyone within the company could participate. Of the many entries received, the winner was the step-daughter of a driver based out of the Southeast Frozen Foods- Richmond, VA division. She created a name that represented both nostalgia

and vision, said Bauer.

Bauer provided this summary of the Southeast business models:

SOUTHEAST FROZEN FOODS: Southeast is the source for Customized Supply Chain Solutions for the Food Industry. For many customers today, Southeast represents a flexible outsource choice for any or all of the supply chain components: Procurement, Inventory Management, and Transportation. The categories supported are: Frozen Food, Ice Cream, Frozen Bakery/Deli, Grocery, and Dairy.

Southeast also offers customized programs such as Cross-Dock, DSD Vendor Consolidation, and storage, both cold and dry grocery.

Southeast has a strong customer base in outsourcing, with service today in sixteen states, and continues to aggressively pursue retail and distribution customers in their current dis-

tribution market, and also in other markets across the country.

SOUTHEAST WHOLESALE FOODS:

Southeast is a Food Distributor to Independent retailers in Southern Florida, the Caribbean, Central and South America.

Southeast has determined that the focus of their food distribution business will remain in southern Florida, and the export regions currently serviced. Southeast services a large number of independent retailers, and will continue to pursue independent retailers in its marketing area.

The new company name will be announced in the next edition of TODAY'S GROCER. This company will act as a holding company, as Southeast Wholesale Foods, and Southeast Frozen Foods will still be used to represent the two business models.

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Dothan, Albany & Macon Winn-Dixie Stores Launch Program To Assist Tornado Victim

Customers Can Donate to the American Red Cross Disaster Relief Fund Through Winn-Dixie's Neighbors Helping Neighbors Program

Just hours after a line of killer tornadoes raked across the South killing at least 20 people, the five Winn-Dixie stores in Dothan, Ala., six stores in Albany and two in the Macon, Ga. area announced today that their customers can help their neighbors affected by the tornadoes by simply donating at checkout whenever they shop.

Winn-Dixie Stores has implemented the company's "Neighbors Helping Neighbors" program to assist the American Red Cross' Disaster Relief Fund to benefit storm victims.

Winn-Dixie customers will find "Neighbors Helping Neighbors" donation scan sheets available at the registers. When a Winn-Dixie customer is checking out, he or she may donate an amount between 50 cents and \$500 directly to the American Red Cross Disaster Relief Fund. The cashier will scan the Neighbors Helping Neighbors scan sheet, which automatically adds the amount designated by the customer to the total bill.

Winn-Dixie stores in the Dothan area accepting donations through Neighbors Helping Neighbors are located at: 3850 West Main Street, 1571 Westgate Parkway, 2131 Ross Clark Circle and 1151 Ross Clark Circle, all in Dothan, and 705 Route 84 Bypass in Enterprise. Winn-Dixie stores in the Albany area accepting donations are: 2800 Old Dawson Road, 2418 Sylvester Road, 200 East Oakridge Dr., all in Albany, and 129 U.S. 19 North in Camilla, 1553 U.S. 19 South in Leesburg and 103 Talmadge Drive in Moultrie. Winn-Dixie stores in the Macon area accepting donations are: 285 Highway 96 in Bonaire and 2101 Veterans Blvd. in Dublin.



■ Peggy Miller accepts a check for \$15,000 on behalf of Broward Meals on Wheels.



■ Ms. Miriam Roman accepts a check for \$10,000 on behalf of Centro Mater West.



■ Toni Goehmann accepts a check in the amount of \$15,000 to the Dan Marino Foundation.



■ Island Dolphin Care of Key Largo, FL, was presented a check for \$35,000.



■ Toby Bonanno with Manna Share-A-Meal accepts her organization's check in the amount of \$10,000.



■ The Salvation Army of Miami-Dade County was the recipient of a check for \$15,000.



■ Stop Hunger, Inc. [formerly known as South Florida Food Recovery] was presented a check for \$30,000.



■ Ms. Antonia William Gary, Executive Dir. of the Alonzo Mourning Charities [center] is pictured accepting a check for \$20,000 from Publix Vice President Bill Fauerbach and Food For All President Dennis Zeigler, accompanied by Stanley C. Panther and a Florida Panthers cheerleader.

Publix and South Florida Shoppers Raise Nearly \$1 Million for Charity

South Florida grocery shoppers and Publix Super Markets Miami Division, raised nearly \$1 million during the 2006 holiday season for Food For All program. The 6-week fundraising campaign gave Publix customers and associates the opportunity to make a \$1, \$3, or \$5 contribution each time they paid for their groceries. After program costs, 90% of all contributions go to charitable organizations in South Florida and 10% is used to fund Food For All's anti-hunger program.

"I would like to thank our generous and committed Publix customers and associates for their incredible support of our Food For All holiday campaign, which helps people all year long," said Bill Fauerbach, Publix's Vice President of Retail Operations, Miami Division. "At Publix we are very proud to offer a charitable fundraiser that raises money for dozens of community non-profit organizations. This campaign allows our customers and associates to work together to support an excellent cause." Forty-three South Florida charitable organizations received the 2006 program funds during a morning check presentation event held at the Miami Distribution Center on March 20.

"You have to commend our customers for doing the right thing," Fauerbach continued. "I thank everyone here today for everything you do to support our communities."

Food For All is a holiday season point-of-purchase fund-raiser that is operated by Publix Super Markets during November and December and is co-sponsored by Food For All, a non-profit charitable organization based in Northern Virginia.

Publix Super Markets Miami Division's Food For All 2006 campaign kicked off November 19 through December 30, 2006. The Food For All holiday program is a nation-wide effort with more than 8,000 supermarkets and mass merchandisers participating.

Publix Miami Division raised \$990,554 in 2006 and is funding 42 South Florida non-profit agencies. Since 1995, Publix Miami Division has raised more than \$6,500,000 through the Food For All Program.

Following the conclusion of the morning check presentation ceremony, Publix awarded two \$25 Publix Gift Certificates to lucky attendees. The grand sweepstakes prize of two season tickets to the 2007 Miami Dolphins home games went to Mayte Padron, a producer with Channel 10's Magnum's Force television program.



■ Cindy Elsam, Director of Development, representing Community Partnership for the Homeless took the opportunity to present her organization's own award to Publix Super Markets, pictured here being accepted by Publix V.P. Bill Fauerbach and Food For All President Dennis Zeigler, in recognition of Publix' efforts on behalf of the community.



■ Dr. Paul Ahr, President and CEO of Camillus House, accepts a check to his organization in the amount of \$15,000.



■ Judith Gatti accepts a check for \$62,000 on behalf of Daily Bread Food Bank.



■ Representatives from Deerfield Beach-based Food For the Poor accept a check for their organization in the amount of \$15,000.



■ Seth Levit accepts a check for \$27,500 on behalf of the Jason Taylor Foundation.



■ The Salvation Army of Broward County was presented a check for \$15,000.



■ Representatives of Shake-a-Leg Miami accept their organization's check in the amount of \$25,000.



■ Mr. Bobby Hall [center] accepts a check in the amount of \$25,000 for The 100 Black Men of South Florida.

22 Grocery

**TODAY'S
GROCER**

Pompeian Creates New Vinegar Category

First Major Brand to Launch Healthy Pomegranate Infused Vinegar Line

Pompeian, Inc., Baltimore, MD is revolutionizing the industry with the introduction of an entire line of pomegranate infused vinegars. The three innovative products destined to change the way consumers think about vinegar are: Pompeian Pomegranate Infused Balsamic Vinegar, Pompeian Pomegranate Infused Blush Balsamic Vinegar, and Pompeian Pomegranate Infused Red Wine Vinegar.

"As a leader in the vinegar category, we're proud to introduce these innovative new members to the line," stated Bill Monroe, Pompeian's CEO. "Each is infused with healthy pomegranate, a major source of antioxidants. Beyond that, they also possess gourmet appeal because Pompeian's new pomegranate infused vinegars are aromatic and flavorful and can be driz-

zled on a wide variety of foods or used as a marinade."

Terrific with salads and fruit and chicken and lamb. We intend to back this launch with a significant advertising, promotion and public relations campaign so that Pompeian will not only be the pioneer, but own the category permanently."



POMPEIAN'S THREE NEW VINEGARS

Pompeian Pomegranate Infused Balsamic Vinegar is a delicious blend made by infusing concentrated pomegranate and premium grape essence into Pompeian's famous imported balsamic.

Pompeian Pomegranate Infused Blush Balsamic Vinegar

represents the introduction of the first truly unique balsamic, Blush! Pompeian starts with the finest imported white balsamic and infuses it with concentrated pomegranate and white grape essence.

Pompeian Pomegranate Infused Red Wine Vinegar is a unique combination that starts with Pompeian's famous red wine vinegar. It is carefully infused with concentrated pomegranate and premium grape essence. The result is a blend of tangy pomegranate and the luscious sweet taste of traditional red wine vinegars – which contain the potent healthful benefits of naturally occurring antioxidants. Red wine vinegar also is developing a health-food aura based on findings that it may combat hypertension, diabetes, and obesity, as well as bacteria-borne diseases.

Pomegranate has a long history in civilization, dating to 3000 B.C. when it was one of the earliest crops cultivated. Featured in Egyptian mythology and the Old Testament of the Bible, the pomegranate even became the symbol of

Spain.

Today, pomegranate is making news because it is high in vitamins and polyphenols, powerful antioxidants believed to play a role in the prevention and/or treatment of major conditions like heart disease and cancer. Antioxidants – found in pomegranates, Concord grapes and red wine – are believed to fight free radicals, which damage the body and may cause accelerated aging. Preliminary research suggests that pomegranate juice is associated with such advantages as: Improvement of blood pressure; decreased thickness of the carotid artery lining; lowered LDL oxidation; reduced cholesterol and plaque buildup in the blood vessels; lowered risk of certain cancers; and slowing of prostate cancer growth.

Monroe concluded by noting, "Other leading brands come in 12 oz. bottles, while Pompeian offers consumers 16 oz. of premium vinegar for approximately the same price – that's 33% more! This is sure to make Pompeian vinegar fly off the store shelves."

Utz Introduces Baked Potato Crisps



Americans are not only seeking healthier meal options, they're also eyeing healthier snacks as they look for ways to satisfy their late night cravings without compromising their diet.

To meet the demand for these indulgences, Utz Quality Foods of Hanover, PA is

Introducing Baked Potato Crisps into their Snacking Smart line.

According to a recent Harris Interactive poll, 44% of Americans are hoping to make 2007 their healthiest year ever. Besides losing weight and increasing exercise, many Americans are focused on adding healthier foods into their diet this year.

Featuring only 1.5 to 3.5 grams of fat per serving and no trans fats, the naturally baked potato crisps will be available in three varieties: Original, BBQ and Cheddar & Sour Cream.

"Our customers have told us that they want healthier snacks, and we feel they should have them without sacrificing quality and taste," said Tom Dempsey, Executive Vice President of Sales and Marketing at Utz Quality Foods.

Snyder's of Hanover Adds Two New Flavors to its Line of Pretzel Pieces

Snyder's of Hanover is adding two new flavors to its successful line of Pretzel Pieces – Garlic Bread and Steakhouse Onion.

Recreating the taste of rich garlic bread, Snyder's of Hanover Garlic Bread Pretzel Pieces are a dream come true for garlic bread fans. Perfect as a mid-afternoon snack or even as a creative salad topping, these Pretzel Pieces are sure to please. But the flavor fun doesn't stop there. Fans of the batter-dipped onion appetizer found at popular restaurants are sure to rejoice when they taste Snyder's of Hanover Steakhouse Onion Pretzel Pieces. These bite-size pretzel pieces combine that delicious batter-dipped onion taste with just enough spicy horseradish dip flavor to taste like the real thing! But best of all, both new flavors have much less fat and calories compared to their real-life alternatives.

"With the overwhelming popularity of our Hot Buffalo Wing Pretzel Pieces, we decided to look to other popular appetizers as inspiration for additional new flavors," explains Mike Brookhart, Marketing Manager at Snyder's. "By translating the taste of rich garlic bread and batter-dipped steakhouse onion into our Pretzel Pieces, we're giving consumers the tastes that they already know and love, but in a much more convenient form and with much less fat and calories."

The new items are available nationwide at \$2.69 for a 10 oz bag.



LouAna® Cooking Oil Introduces Bilingual Labels

Edible oils company Ventura Foods has announced a new double faced bilingual label for its LouAna® cooking oils – making it the first cooking oil brand that can be displayed on the grocery shelf featuring either the English side or Spanish side of the label visible to consumers.



Produced at the largest independent cooking oil refinery in the U.S. at Opelousas, Louisiana, and packaged in lightweight plastic bottles, LouAna Cooking Oils featuring the new bi-lingual labels are available in 48oz., 64oz., and Gallon sizes. All LouAna Cooking Oils are 100% pure, trans-fat free, and cholesterol free. Their delicate, light flavors make them ideal for frying, salad dressings, marinades, baking and sautéing. The new labels provide a solution to grocers by allowing them to easily adapt their merchandising according to their consumer base.

"The Hispanic population in Texas is growing at a phenomenal rate," states Herb Seigler, Vice President of Marketing for Ventura Foods. "To address this market, we came up with a simple labeling idea: one side is printed in English and the reverse is printed in Spanish – all grocers need to do is to turn the bottle around to feature the language view that best suits their consumer base."

The labels are featured on the LouAna brand's most popular cooking oils, including Vegetable Oil, Canola Oil, and Corn/Canola Blend.

The Number of C-stores Increases 3.2 % to 145,119 Stores

The number of convenience stores in the United States grew 3.2 percent over the past year and now stands at 145,119. These results were published in the annual NACS/TDLinx Official Industry Store Count report that tallied all U.S. convenience stores as of December 31, 2006. The store count is based on the convenience store universe, tracked and marketed by TDLinx, and is endorsed by NACS. The annual store count provides a benchmark for the industry, enabling a consistent measurement year over year.

The increase in stores is a result of a greater number of stores opening than closing in 2006, as well as the existence of non-convenience stores evolving to fit the NACS/TDLinx definition of a convenience store, which includes a broad merchandise mix, extended hours of operations and a minimum of 500 stock-keeping units (SKUs).

Convenience stores account for the majority of motor fuels sales in the United States, and this is reflected in the number of stores

that sell motor fuels — 114,974 stores — or 79.2 percent of all convenience stores, a slight decrease from the 80.2 percent of stores that sold motor fuels the year prior.

In addition to the NACS/TDLinx Official Industry Store Count, TDLinx has established a new census of outlets known as "convenience gas station/kiosks." These 19,713 outlets, virtually all of which are fueling stations that have smaller kiosk stores, are not large enough to meet the official definition of a conventional convenience store. These locations are not included in this year's conventional convenience store count. California was, by far, the state with the most convenience gas station/kiosk operations — 2,729 total.

"Consumer demand for convenience is strong as evidenced by this impressive store count growth and bodes well for the future as investors see opportunities in the convenience sector," said Greg Parker, NACS vice chairman of research and technology and CEO of The Parker Companies (Savannah, GA). "The in-

dustry continues to be the dominant player in motor fuels sales, despite increasing format competition from mass merchandisers, supermarkets and discount chains," Parker noted.

"The convenience channel continues to evolve quickly to meet the needs of the consumer," said Scott Taylor, TDLinx executive vice president and general manager. "The new segment of gas station/kiosks to the market is an important new sub-channel to keep an eye on as they grow in significance to the market."

Ten years ago, there were 104,600 U.S. convenience stores.

Highlights from the report include:

• **Texas remains #1:** Texas continues to be home to nearly one-tenth of all U.S. convenience stores, with 14,175 stores total. The rest of the top 10 states in terms of stores are: California (10,212 stores), Florida (9,380), New York (7,663), Georgia (6,262), North Carolina (6,190), Ohio (5,174), Michigan (4,797), Illinois (4,548) and Virginia (4,506). The same states

have occupied the top 10 for several years in a row. The only difference in order for the latest store count is Illinois passed Virginia to move to ninth place.

• **More single-store businesses than chain stores:** The convenience store industry continues to be dominated by small, "mom-and-pop" stores — those that are owned and operated as a one-store business or franchise. The number of one-store owners now stands at 89,957 stores, 62 percent of all stores in the United States. This is the highest percentage recorded to date; only five years ago the percentage of one-store operators stood at 50.0 percent.

• **Fuel as a traffic driver:** Despite shrinking margins, motor fuels operations continue to be an important part of the industry. Texas reported the most stores selling motor fuels, 11,950 stores, or 84.3 percent of all convenience stores in the state, and is above the national average of 79.2 percent of convenience stores selling motor fuels.

Robert Hill Named Acosta President/COO

Continued from PAGE 1

marketing agency, in 1986 where he served in numerous positions before being promoted to president in 1992. Acosta acquired Siler Brokerage in 1994, and Hill assumed the position of Acosta's corporate business manager. He was subsequently promoted to regional vice president in Florida and Georgia and executive vice president for the central region before becoming president of Acosta Services in July 2002. In August 2003 he was promoted to his most recent position as president of operations.

"We are very pleased to appoint Robert Hill to this new position," Chartrand said. "Over the past 13 years Robert has demonstrated a proven track record to execute in all areas of our business. Given his vast industry experience and sharp client focus we know he will continue to make tremendous contributions to our business."

Winn-Dixie Fried Chicken Now Trans Fat-Free

*Customers Find Healthier
Meal Selections as Chain
Updates Deli Offerings*

Winn-Dixie customers will find healthier fried foods in the store's deli department. Winn-Dixie is using a new oil — Mazola ZT, a blend of corn and sunflower oils — to eliminate the trans fat in these deli items.

The new cooking oil delivers the same taste in fried foods without the trans fat. This modification affects Winn-Dixie's fried chicken, chicken tenders, drumettes, fried turkey breast, chicken wings, catfish and catfish nuggets, and chicken breast used for chick fillet sandwiches.

"We know our customers want healthier options without sacrificing taste," said Judy Holland, director of consumer affairs at Winn-Dixie. "We conducted extensive research to ensure we could deliver an excellent and very similar product to our customers while removing the unhealthy trans fats. We think this will provide the best of both worlds for our shoppers."



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24 Bakery

TODAY'S
GROCER

Krispy Kreme Introduces the Original Glazed Doughnut Hole Cup

Available in Convenience Stores Nationwide

Krispy Kreme Doughnuts, Inc. has introduced the Original Glazed Yeast Doughnut Hole Cup as an extension to the current Cake Doughnut Hole Cup product line in convenience stores nationwide.

"Krispy Kreme Doughnut Hole cups are designed for consumers who are looking for a delicious grab-and-go snack," said Tiffany Dodson, Director of Off-Premises Marketing for Krispy Kreme Doughnuts, Inc. "Adding Original Glazed Yeast doughnut holes to our successful line of Krispy Kreme Doughnut Hole Cups provides our signature Original Glazed taste to customers in a portable package," she added.

Krispy Kreme's Doughnut Holes are packaged in clear re-sealable plastic cups for "on-the-go" consumers that can be conveniently placed in car cup holders for easy enjoyment. Each Doughnut Hole Cup contains approximately ten doughnut holes. Available doughnut hole cup varieties now include Original Glazed, Glazed Traditional Cake, Glazed Blueberry Cake and Glazed Chocolate Cake.

Sara Lee To Sell Pies Directly To In-Store Bakeries

Sara Lee In-Store Bakery will now sell pies directly to in-store bakeries (ISB) nationwide, after serving the segment indirectly for many years. In addition, the company has named Kevin Schwab, vice president, in-store solutions, to build and lead Sara Lee's dedicated ISB sales and marketing team. Schwab, with more than 20 years calling on retail grocery customers, previously served as director, DSD bakery, for Sara Lee Food & Beverage and has held leadership roles within Sara Lee's frozen and sweet goods business.

"Going direct to our in-store bakery customers demonstrates our commitment to enhancing the existing customer partnerships we have in other categories," said Mike Knowles, chief marketing officer, Sara Lee In-Store Bakery. "Now, retailers across the country can buy great-tasting pies directly from Sara Lee for their in-store bakeries. We've also lined up some great broker partners who can bring significant resources to bear to support our customers' growth plans. Coupled with Kevin Schwab's proven track record in the retail industry, we are well positioned to be the direct supplier of choice for in-store bakeries nationwide."

Sara Lee is a leading provider of pies to the retail and foodservice industries. With more than 70 years of bakery expertise, Sara Lee offers a breadth of products in multiple formats from signature hi-pies to no sugar added pies and seasonal favorites. To make the transition as seamless as possible for current customers, Sara Lee will not change product packaging or nutritional labeling. Customers will benefit from the value beyond the products Sara Lee offers, such as dedicated sales and marketing resources; consumer insights and trends; back-of-house support; and turnkey programs.



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Neighbors Supermarket Opens in Miami's Historic Edison District

Veteran Operator Jorge Carbajal Unveils His Dream Store



One of South Florida's most hallowed food retailing locations is the intersection of Northwest 62nd St. and 7th Ave., in Miami's historic Edison neighborhood. There has been a major supermarket on this corner going back nearly 60 years to the days of the original Frederick's Supermarket. Back then, Frederick's and its nearby competitor Shell City, were the big guns in the food business. The corner has been devoid of a supermarket for a number of years, since Winn-Dixie closed a modern store it had built there.

Now longtime South Florida independent operator Jorge Carbajal has opened his own Neighbors Food Store & Deli in the all new Edison Shopping Plaza Shopping Center located at 621 N.W. 62nd St. [Martin Luther King Blvd]. Carbajal's new store opened March 8. It is being supplied by SUPERVALU, Inc.

Carbajal has longstanding roots in the community he will be serving. Many in the industry know him as the longtime co-owner and operator-along with deceased partner Jerry Youmans of Jorge & Jerry's Supermarket at Northside Shopping Center. Carbajal sold his interest in the store a number of years ago following the death of his longtime partner and since that time has been involved in the Miami foodservice scene as operator of successful Chili's® and On the Border™ restaurants and a number of eateries at Miami International Airport. The opening of his new 32,000 sq.ft. Neighbors Supermarket: "Your" Food Store serves as the anchor of an all new Edison Plaza built by Miami developer Otis Pitts of Peninsula Developers, Inc. It's been a long project in the making and Pitts has been pursuing Carbajal as his food store operator since the beginning. He originally came to Carbajal over 7 years ago saying, "I want you to do the store."

"I turned him down but he persuaded me," Carbajal recently told TODAY'S GROCER. "There's a lot of



■ NEIGHBORS Store Manager Jesus Nunez and owner Jorge Carbajal with Deli Dept. personnel, [left to right]: Terry Dorch, Michelle Craft, Eltondra Franklin, Leslie Oneal, Betty Rawls, Terry Artis, and Deli Mgr. Twyla Franklin.



■ Jorge Carbajal pictured with Head Bookkeeper Chavona Dixon.

[food retailing] history on this corner." Once he was able to entice longtime friend and former coworker from their days together at Winn-Dixie, Jesus Nunez to come on board as Store Manager, Carbajal has slowly but determinably been pushing the project forward.

The new Neighbors is the centerpiece of a new five and one-half acre shopping center which will also include a Foot Locker store, Family Dollar store, Subway, Rainbow fashions, and others.

What he has created is a modern, state-of-the-art shopping experience for residents of Miami's Edi-

son community — on both sides of Interstate 95. His new store features nine checkouts, a large customer service center where shoppers can pay just about any bill imaginable, along with purchasing money orders, stamps, Lotto tickets, gift cards, cigarettes, check cashing and a number of other services. There is an ATM inside the store. Besides the typical departments and amenities the new store has one of the largest delicatessens around, serving fresh salads and hot foods, most all prepared on premise in the 1,000 sq.ft. prep room.

Carbajal and Nunez have assembled a team comprised of both experience associates and those new to the supermarket business, with about 90% store associates coming from the local community.

Assisting Jesus Nunez in overseeing the store's 100 associates, are members of his key management staff which include: ASSISTANT STORE MGR. — Julio Perez; PRODUCE DEPT. MGR. — Francisco Sandoval; MEAT DEPT. MGR. — Victor Rosado; DELI MGR. — Twyla Franklin; HEAD BOOKKEEPER — Chavona Dixon, and PRICING MGR. — Rafael Martinez.

The new store is open Monday-Friday from 7 am — 10 pm and on Sunday between 7 am and 7 pm.



■ NEIGHBORS SUPERMARKET owner/operator Jorge Carbajal [center] receives opening day congratulations from SUPERVALU Southeast Region Retail Business Consultant Ken Whitley, V.P. Market Development Denny Gnesda, Business Development Mgr. Tom Habblett, and Exec. V.P. Bill Chew.



■ OWNER/OPERATOR Jorge Carbajal [second, right] pictured in front of his expansive and all inclusive customer service center with Julio Perez, brother Carlos Carbajal, and Store Manager and longtime friend Jesus Nunez.



■ Jorge Carbajal receives a grand opening handshake from shopping center developer Otis Pitts, Peninsula Developers, Inc., Miami, FL.



■ Jorge Carbajal pictured with Produce Dept. Mgr. Francisco Sandoval.



■ MEAT DEPT. STAFF — Ernesto, James, Julio, Rosana, Emello, George, Yatrol, and Meat Dept. Mgr. Victor Rosado. Rosado has 18 years meat cutting experience.



■ Jorge Carbajal pictured with store associate Tavia Anderson, who he has known since she was a child.



■ Jorge Carbajal pictured with George Weston Bakeries District Sales Mgr. Sherwin Richardson.



■ JORGE CARBAJAL [second, right] with good friends from Flowers Foods: Bob DePicciotto, Director of Sales, Juan Colome, Account Exec., and Hector Saavedra, Sales Mgr.



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TODAY'S GROCER

The 150 Healthiest Foods on Earth

The Surprising, Unbiased Truth About What You Should Eat and Why

By: **Jonny Bowden Ph.D., C.N.S.**

In *The 150 Healthiest Foods on Earth* (Fair Winds Press/\$24.99 paperback), acclaimed nutritionist Dr. Jonny Bowden debunks old-school food myths, saves the reputations of foods long suffering from bad PR, and provides you with just the facts—what you need to know to make good, health-conscious decisions about which foods you and your family should eat.

You'll also learn the latest research

findings and recommendations from around the world—amazing discoveries—about the health benefits of nutrient-packed foods you've loved since you were a kid, and some you've never tried!

Stunning answers to food fables will open your eyes to surprisingly healthy foods.

- What naturally occurring fat helps you lose weight and fight cancer and is only found from the meat or products from grass fed animals
- Why all salmon is not created equal
- Why soy may not be the health food you thought it was
- Why organic is not always meaningful

No food provides everything. Some foods provide great fats like omega-3s,

but no calcium. Others provide a wealth of vitamins and minerals, but no protein. But real food—whole food with minimal processing—contains a virtual pharmacy of nutrients, phytochemicals, enzymes, vitamins, minerals, antioxidants, anti-inflammatories, and healthful fats, and can keep you alive and thriving into your tenth decade.

The 150 Healthiest Foods on Earth Features a bonus CD with excerpts from Jonny's acclaimed program "23 Ways to Improve Your Life."

The 150 Healthiest Foods on Earth

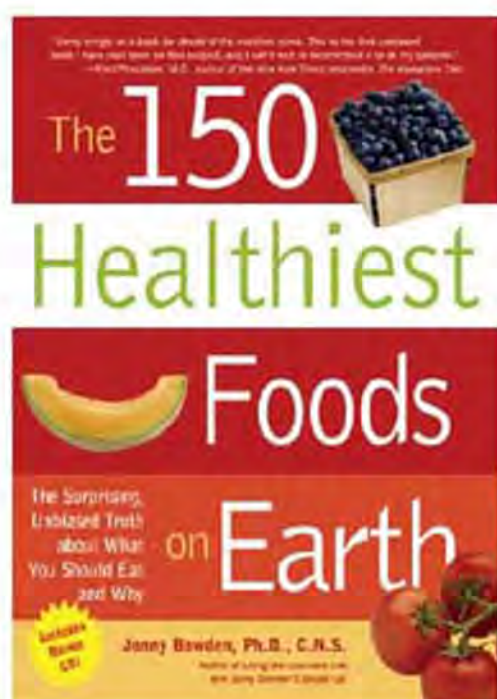
By Jonny Bowden Ph.D., C.N.S.

Fair Winds Press

\$24.99 paperback

ISBN: 1-59233-228-5

360 pages / 150 color photos



Video & Music

TODAY'S GROCER

■ Dreamland

The X-Files Meets The Twilight Zone

Starring Jackie Kreisler, Shane Elliot, Jonathan Breck, Billie Joe Armstrong. Directed by James Lay.



Stranded in the Nevada mountains between the desolate and radiation-poisoned nuclear testing grounds of *Dreamland*, the young couple; Megan and Dylan stop in a greasy spoon café where they learn about the infamous "Area 51" secret government base a few miles away. Back on the road, Dylan turns on the radio and the only broadcast he can find is a speech from Adolph Hitler at the 1936 Olympic Games. Suddenly the car dies, and Megan, Dylan and their broken-down Lincoln are left alone in the dark, desolate desert. A visitor appears in the rear window of the car... a visitor from another moment in time. Scared for their lives, Megan and Dylan run from the car into the lonely darkness, where their incredible journey is only beginning.

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— Victor Salva-Director of JEEPERS CREEPERS.

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Hit the 'Road'! With Mr. Stinky Feet!

"Mr. Stinky Feet's Road Trip Live" Concert DVD



Get out those dancing shoes. It's time to rock along with Jim "Mr. Stinky Feet" Cosgrove in his new live concert DVD, "Mr. Stinky Feet's Road Trip Live," that will get even the youngest of viewers rockin' & rollin' to the hip tunes of the grooviest dad around!

Fans who have delighted in the engaging and charming musical style of the "Jimmy Buffett for Kids" performer on CD can now enjoy the award-winning entertainer in action in "Mr. Stinky Feet's Road Trip Live," from Warner Bros./Jack Records.

In "Mr. Stinky Feet's Road Trip Live" viewers won't be able to resist joining in the infectious fun Cosgrove and his band, The Hiccups, create through eight rocking tunes and a new music video. Every hand-clapping, toe-tapping, finger-snapping, no-way-your-kids-will-be-napping original number engages kids from start to finish. Sing along to such lively ditties as "Put Down That Binky," "Stinky Feet" and "Gobble 'Cross the USA." Don't have any instruments at home? Grab a pot and pan or two sticks and start playing along to "Little Red Wagon" and "Peanut Butter." And be prepared for the wildest dance ever in the new "Slug Bug" music video.

Approximately 33 minutes, the concert DVD was filmed by Parallel Entertainment Pictures at the Polsky Theater, Johnson County Community College in Overland Park, Kansas. It is recommended for children ages 2-6 and will be available for a suggested retail price of \$12.99.

■ Three Hot New Workout DVDs

Blast Off The Belly Fat, Bikini Body and Sizzling Salsa

Anchor Bay Entertainment has debuted three new, sizzling hot workouts for \$14.98 each (suggested retail price). 10 MINUTE SOLUTION: BLAST OFF THE BELLY FAT, CRUNCH: BIKINI BODY and DANCE OFF THE INCHES: SIZZLING SALSA.

10 MINUTE SOLUTION: BLAST OFF THE BELLY FAT is the latest installment in the fast-growing fitness brand on the market today. This fifty-minute program offers five programmable ten-minute workouts: Flat Belly Fast (for the crunch-o-phobic), Pilates Perfect Abs, Belly Fat Blaster (done from a standing position), Ab Ripper (classic crunches, bicycles and more) and Six Pack Abs (innovative compound moves). No equipment is needed for any of these workouts. Instructor Suzanne Bowen is an AFAA certified group fitness instructor from Nashville, Tennessee and has been a fitness professional for almost 10 years.

CRUNCH: BIKINI BODY adds a little calorie burn with some Miami spice to its three ten-minute toning programs for belly, butt and thighs. Some of the moves, like the Goddess Step and Diva Arms, would look right at home on the dance floor. All of the moves will improve the tone of those exposed areas of a 'bikini body'. No equipment is required for this video. Instructor Lena Pereira teaches at CRUNCH in South Beach Miami, FL. She is an AFAA certified instructor and Nike master trainer who has been teaching group fitness for over seven years.

DANCE OFF THE INCHES: SIZZLING SALSA takes the work out of working out. Stella Sandoval's three fun, fun, fun dance parties: Spicy Salsa Mix, Latin Lime Twist and Mucho Mambo Combo keep things calliente. It's all cardio and it's never boring. Separate from the workout, the Step Guide makes it impossible not to get the basic moves like the Salsa, Merengue and Cha Cha down one at a time so they can be enjoyed within the three fun dances. Instructor Stella Sandoval is an eighteen year veteran of the fitness industry and lives in San Francisco.



Dance with Lisa: Red Hot Salsa II Made Simple, Extra Hot

New DVD Features Dance Champion and Fitness Expert Lisa Nunziella



Do you like your salsa hot and spicy? Then get ready to sizzle with World Dance Champion Lisa Nunziella's latest DVD *Red Hot Salsa II Made Simple, Extra Hot* (60 minutes, \$14.99 S.R.P.). Distributed by TRU Company, it is available nationwide. This newest *Dance with Lisa* DVD gives a Mario Lopez-worthy experience filled with its sexy Latin beat and quick-paced salsa moves.

Dance With Lisa: Red Hot Salsa II Made Simple, Extra Hot is the hottest advanced cardio salsa workout around. The warm-up segment alone may induce sweat and lots of it. Lisa gets everyone dancing, burning calories and working in their own style. While the steps are easy to understand and master, the routines challenge the brain with their quick pace. The "Explaining the Steps" segment breaks everything down so simply. This workout will practically ignite body fat, help tone the entire body, develop core strength, increase flexibility and keep the mind sharp.

"*Dance With Lisa* offers the millions of Americans enthralled with the cult dance shows a chance to dance, while getting a great workout," says Mitch Norton, Partner in TRU Company. "We have received an overwhelming enthusiastic response from the retail community to these titles, and we believe the consumer will feel great about themselves in each workout."

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CHEF ROBERT TULKO

Winn-Dixie Corporate Chef Ships Out on Aircraft Carrier



Grocer's Goodwill Ambassador Mentors Ship's Cooks and Helps Serve V.I.P.'s on Final Cruise of U.S.S. John F. Kennedy

Ask a successful chef what their most challenging cooking situation has been, and they may tell you about a special banquet or reception for a corporate titan or head of state. For Robert Tulko, Winn-Dixie's Corporate Chef, the anticipation and excitement revolved around a recent retirement party. It wasn't just any retirement party – this was for a potent symbol of American foreign policy and military power.

Tulko recently spent two weeks aboard the aircraft carrier U.S.S. John F. Kennedy [CV-67] on its final cruise prior to its official retirement and decommission-

ing. The ship, named in honor of the 35th President, recently ended nearly 40 years of active duty service when it left its home port of Mayport, Florida, February 19 for Norfolk, VA., and then Boston, its adopted home.

While in Boston, Chef Robert Tulko prepared a special dinner for Senator Ted Kennedy [D.MA] and other members of the Kennedy family, along with the officers of the ship. He also prepared a brunch for 2,300 guests, including the Mayor of

Boston and other officials and a luncheon for 600 new citizens following their naturalization ceremony.

Kennedy Family Dinner U.S.S. John F. Kennedy (CV-67) Boston, Mass. March 2, 2007

Choice of:
Caribbean Breast of Chicken
Pan Seared Salmon /
with Garlic & Lemon Sauce
Beef Tenderloin with a touch of Jamaica
Shrimp Cocktail
Creamy Cucumber Rice Salad
Seared Angel Hair Pasta with
Dried Tomatoes Fresh Basil
Orange Curried Asparagus
Assorted Bread



WINN-DIXIE Corporate Chef Robert Tulko pictured aboard the aircraft carrier U.S.S. John F. Kennedy [CV-67] on its final cruise prior to its official retirement and decommissioning.

Tulko, who served in the U.S. Army at about the same time "Big John" entered naval service, was honored

to be serving the ship's officers and crew. "I was fortunate to sail on the Kennedy for a few days in 2001, and I was really looking forward to providing the men and women of this ship and their guests an extra special treat during this voyage," Tulko said.

Tulko and Chef David Bearl of First Coast Technical Institute also spent time mentoring the cooks on board the ship during their two week trip. "We shared with them what we've learned throughout our careers, while also baking bread and serving during the V.I.P. functions," Tulko added. "Hopefully, what Chef David and I shared with them will help these dedicated sailors advance in rank."

For anyone thinking this was a pleasure cruise, Tulko was quick to differ. "We were up at 4 each morning, preparing breakfast for the crew in addition to all the other special functions."

"It was an honor to be asked to serve the officers and the crew of the Kennedy," Tulko said.

"I was so proud to be a part of this voyage aboard this historic ship."



Winn-Dixie Store Merchandising Adds Hispanic Flavor



Chain Works With Badia Spices to Build Large Display in Miami Area Store

Winn-Dixie Stores, Inc. is taking its motto – el sabor de tu país (the flavor of your country) to heart. The food chain, working in conjunction with Badia Spices, Inc., recently constructed the largest single brand spice rack in the state of Florida, at one of its stores in Hialeah.

Late last month, the display crew from Badia Spices built a 32-foot long permanent spice display on site at Winn-Dixie Store #243 located on Palm Springs Mile (just off NW 57 Avenue).

The idea for the massive new installation came from Winn-Dixie District Manager, Tony Jorge. "I wanted to make a statement here in Hialeah," Jorge told TODAY'S GROCER. "Most of the clientele at this store are Hispanic and our entire store staff – service personnel and management are Hispanic. We want to let our Hispanic customers know how committed we are to satisfying their needs."

Jorge contacted personnel from Badia Spices and the wheels immediately went in motion to design, construct, and stock the massive permanent display which is located along the right front wall near the produce department, just beyond the check-out counters.

"This display was custom built for this store," Badia

Spices' Sales Supervisor, Hector Gonzalez said. Thirty-two feet in length, it devotes 16 feet to an assortment of Badia Spices. The remaining 16 feet display a variety of Hispanic galletitas (crackers). The display, consisting of approximately 60 linear feet devoted to over 110 various Badia products, illustrates the chain's ongoing commitment to its Hispanic customers.

"We cater to Hispanics and we want our Hispanic customers to know this," Jorge continued. "About 90% of the customer base of this store is Hispanic – mainly Cuban – and we want our shoppers in this area to know that our product assortment continues to grow as we add more ethnic foods."

The attractive, lighted display rack, was installed in the high volume 55,000 sq. ft. store which has been serving Hialeah shoppers since 1996, because of its large Hispanic-oriented customer base.

Badia Spices has a display construction department located adjacent to its Miami headquarters from which displays are custom built for its customers. You may not need a display quite as big in your store, however, whatever your Badia display needs are, call (305) 629-8000 for sales and/or merchandising assistance.



SPICING UP SALES – Standing next to the newly-installed Badia® brand spice rack at Winn-Dixie store #243 in Hialeah, Florida (left to right) are: Hector Gonzalez, Badia Spices Sales Supervisor; Tony Jorge, Winn-Dixie District Manager for Miami-Dade County stores; Nelson Tarko, Badia Spices National Sales Director, and Daisy Cordorvi, W-D #243 Store Director. Daisy has been with Winn-Dixie for ten years.

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Congratulations

Lorenzo Rodriguez, Store Manager
and the Entire Team at Publix # 1062
On the Opening of Your Beautiful New
Publix at Corsica Square

Family Night Celebration Premieres South Dade Publix Grand Opening

Publix Super Markets continued its longstanding tradition of hosting a special "Family Night" for associates of all new stores with a party March 8 introducing Publix associates to their new store #1062 in south Miami-Dade county.

The new store is located at 15771 SW 152nd St. in the new Corsica Square shopping center, and is managed by Lorenzo Rodriguez.

Rodriguez, his staff, and their families were joined by Miami Div. V.P. Retail Operations, Bill Fauerbach, Southern Region Dir., Mike Meredith, and District Mgr. Jim Yeatman for the evening reception and an exclusive first look at their beautiful new store. Traveling from corporate headquarters in Lakeland specifically for the party, was special guest of honor, Publix Chairman of the Board Charles Jenkins, Jr.

The management team of the new store include: STORE MGR. - Lorenzo Rodriguez; ASSISTANT STORE MGR. - Frank Roa; GROCERY MGR. - Jay Usher; ASSISTANT GROCERY MGR. - Yader Martinez; CUSTOMER SERVICE MGR. - Crystal Harowell; MEAT MGR. - Chris Ayra; ASSISTANT MEAT MGR. - Robert Santana; PRODUCE MGR. - Andrew Booth; BAKERY MGR. - Barbara Valentin; ASSISTANT BAKERY MGR. - Michael Williams; DELI MGR. - Antoinette Whitely; ASSISTANT DELI MGR. - Linda McDowell; PHARMACY MGR. - Jane Lin RPh., and ASSISTANT PHARMACY MGR. - Marta Gallerdo.



PUBLIX FOOD & PHARMACY #1062 has opened in the new Corsica Square shopping center at SW 157th Ave. and 152nd St. in south Miami-Dade county. The new store is managed by Lorenzo Rodriguez.



PUBLIX AT CORSICA SQUARE Store Manager Lorenzo Rodriguez [center] is all smiles as he receives the key to his new store from Publix Chairman of the Board Charles Jenkins [right] and Miami Div. V.P. Retail Operations Bill Fauerbach [left].



Store Manager Lorenzo Rodriguez gets a Publix Family Night congratulations from Chairman of the Board Charles Jenkins [center]. They are joined by Gary Correll, Bill Fauerbach and Mike Meredith.



Lorenzo Rodriguez [second, left] with Assistant Store Mgr. Frank Roa, Customer Service Mgr. Crystal Harowell and Assistant Grocery Mgr. Yader Martinez.



Publix Meat Dir. Dave Roskovich, Publix Meat Merchandiser Diane Godoy, with Bill and Dottie Fauerbach.



Bill Fauerbach [right] welcomes George Weston Bakeries Account Executive George Smith.



Publix Southern Region Dir. Mike Meredith and his wife Nancy.



Store Manager Lorenzo Rodriguez [center] pictured with District Managers Sandy Valladarres [left] and Bob Pendleton [right].



Pharmacy Operations Mgr. Jodi Cannon II, Pharmacy Supervisor John Pybus, Pharmacy Mgr. Jane Lin, Assistant Pharmacy Mgr. Marta Gallerdo and Store Manager Lorenzo Rodriguez.



Andy Lyons, Store Manager Publix #595 [The Falls] pictured with Publix Miami Div. Merchandising Dir. Gary Correll.



Lorenzo and Teri Rodriguez with their daughters Alexandra and Audri.

Getting to Know LORENZO RODRIGUEZ

Store Manager #1062 [Miami, FL]

"I feel very privileged to have been chosen to lead this beautiful new store," says Lorenzo J. Rodriguez, Manager of the new Publix at Corsica Square. "Very few people get to experience an opportunity such as this." Lorenzo is a native Floridian, born and raised in Miami and graduating from Southwest Sr. High School. No Publix Store Manager has ever been given an anniversary present as special Lorenzo who got his beautiful new store on his 21st anniversary with the company. Lorenzo joined the company March 10, 1986 and opened the doors to store #1062 on March 10, 2007. It has been a long journey from part time service clerk to stock clerk and full time employee. In January 1989 he was named second Assistant Manager at #31 [Doral]. He was promoted to Assistant Produce Manager at that store, followed by two years with the company as Retail Skills Trainer. Next was four and one half years as Assistant Store Manager, before being named Store Manager at #60 [87th Ave. and Coral Way] in 2005. Lorenzo and his wife Teri, who works part time for the company, are proud parents of daughters Audri, age 10 and Alexandra, age 7. Lorenzo and Teri enjoy movies and spending time with their family and Lorenzo is a big salt water fishing enthusiast.

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34 Technology

TODAY'S
GROCER

■ Under the Leadership of Pedro Penton

ISE Corporation Boosts Companies' Productivity Through State-of-the-Art Technology

Whether shopping at a grocery store or retail outlet, most consumers don't pay much attention to the actual sales process. They simply choose their product and pay for it. It's up to the retailer to install a point-of-sales system that is reliable, user-friendly for employees and productive. Choosing such a system can be overwhelming; and the wrong equipment can reduce productivity and ultimately affect a company's bottom line.

This is where International Systems and Electronics (ISE) Corporation comes in. The company, headquartered in Miami, FL but with clients worldwide, is a full-service information services solution provider that tailors technology for its customers in the retail and hospitality industry. It serves clients in the Southeastern U.S., the Caribbean and the Americas. A leader in the retail point-of-sales market, ISE customizes application software, assists in the assembly of the equipment, oversees the electrical installations and trains the user through all phases of the products' life cycle.

Pedro Penton, president and CEO of ISE Corp., spearheads this turnkey operation. "Our automated systems solutions are customized to satisfy individual client needs and enhance their operational capabilities,"



■ PEDRO PENTON

said Penton. "Building an effective retail system is more than just purchasing a simple workstation—it involves effective training and continued support for clients."

Penton, who has more than 20 years of experience in retail information systems and business management, launched his career as an engineer for NCR Corporation, a global technology company. There, he

rolled out a number of retail automated systems for major retail chains. Now at ISE, a top goal for him is client satisfaction, which is achieved by providing full project management from start to finish.

LOC Software (Store Management Suite) ISE's top application platform for the retail industry is an "Open Architecture" application that will be integrated into the majority of the hardware products that ISE will carry in its solution offerings. In the past year, ISE successfully integrated over 100 stores with this new state-of-the-art application platform, which has led NCR, its main manufacturer, to award ISE top honors.

ISE helps businesses increase productivity by working with the customer to choose the system that's best for them; installing only cutting-edge equipment; training staff thoroughly; and offering follow-up support after the system is implemented. ISE offers unlimited desk support worldwide (24 hrs. a day/7 days a week), as well as online tools that help clients improve problem-resolution time and operational productivity.

"My job allows me not only to satisfy my passion for information services solutions, but also to be a guiding force in helping companies to be more productive via the use of advanced technology," Penton added.

ISE recently became the area's new IBM

representative by taking over the IBM product line as part of its solution offering. As part of ISE's effort to meet all of the tiers of the retail market, ISE has also been awarded the Casio product line with the intention of not only providing on-site support to its client base but also a solution offering that meets the expectation of every possible user from an operational and economic perspective. The product addition to ISE's line of hardware platforms provided by the various manufacturers is a clear indication of the confidence that has been placed on ISE by these world-renowned names and the continuing effect ISE has in the market with product and support continuity that is second to none.

While other integrators enter and exit the market, ISE has been resilient to sustained technological changes that very few companies in this marketplace can support. ISE partners with its clients to ensure they are successful in their respective endeavors, and in turn, ISE enjoys a relationship that is mutually beneficial.

ISE is also an authorized representative of Microsoft Retail Solutions, Microsoft Dynamics™, NCR Corporation with ACS-IR, Symbol Technologies, DIGI Labeling Scales, Sharp Electronics and other OEM vendors that are part of the key elements in its solution offering to the retail market.

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Looking to acquire new equipment for your business? Consider leasing. Leasing doesn't disrupt your cash flow the way purchasing Equipment outright or other forms of financing can. Besides offering cash management and potential tax benefits, it can help keep your equipment from becoming obsolete and your company from losing competitive ground. Atlas Small Business Finance cuts down on paperwork and speeds up the approval process. We make financing the equipment your business needs fast, simple and very convenient. It's so easy, in fact for up to \$75,000 all we require is a simple one page lease application. In most cases you will have your approval in 24 hours.

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36 People Places & Things

Food Lion Names Jake Chevalier "Manager of the Year"



■ JAKE CHEVALIER

Jake Chevalier, manager of Food Lion's store at 2432 South 17th Street in Wilmington, N.C., has received the company's top Store Manager Excellence Award. The award was presented during Food Lion's recent Leadership Summit.

"You are a critical point person," Meg Ham, senior vice president of Retail Operations and Harveys, told more than 1,300 store managers attending the Leadership Summit in Greensboro, N.C. "You play a critical role in bringing our brands to life. You are Food Lion to our customers and to our more than 72,000 associates."

The Store Manager Excellence Awards are a key part of Food Lion LLC's efforts to acknowledge the critical leadership role store managers play in keeping the company successful. Ham presided over the event with Cathy Green, Food Lion's chief operating officer.

The awards criteria included six areas of focus: managing people, achieving results, communication, team leadership, financial success and executional excellence. "We run the business one store at a time," Green said. "You make the difference."

Chevalier, a store manager since 1998, was chosen for his passion to achieve greatness through excellence in store operations, associate development and community service.

In addition to being recognized as Food Lion's store manager of the year, Chevalier won a trip for two to the location of his choice, more than \$1,000 in cash and an engraved plaque.

Britney Summer Hagy Crowned Miss Food City 2007

Each year, the Miss Food City 500 Pageant is a highly popular event. The 2007 edition showcased 20 young women from across the region. Each girl entered the beautiful Paramount Center for the Arts in downtown Bristol, TN, recently, with hopes of winning the title of Miss Food City 2007.

When the moment arrived, it was Britney Summer Hagy of Abingdon, VA who was crowned 2007 Miss Food City. Britney is a 22 year-old student at the Vanderbilt University School of Nursing. "I am honored and excited to be crowned the new Miss Food City for 2007. As a hometown girl, it makes me proud to represent an organization that is so vital to our local community," Hagy commented.

Britney will represent Food City during the Food City 500 and the Food City 250 NASCAR events at Bristol Motor Speedway during 2007. In addition to those responsibilities, Britney will represent Food City at various other company events.



■ BRITNEY SUMMER

Britney enjoys spending time with friends, traveling, racing, football, volunteering for the Tennessee Breast Cancer Coalition and helping with various fundraisers. Her goal is to obtain a Ph.D. in nursing, train to be a CRNA and begin her own research projects focusing on quality of life for cancer patients.

Steve Smith, Food City president and chief executive officer said, "Each one of the young ladies who entered are to be commended and we thank them for their participation in the Miss Food City Pageant. We are extremely proud to have Britney representing Food City

and we know that she will be an excellent spokesperson for our company."

First runner-up was Brittany Grace Byrd from Jonesborough, Tennessee and second runner-up was Lindsey Blevins from Wise, Virginia. Lindsey Blevins was also named Miss Photogenic.

Britney replaces Mally Gent from Honaker, Virginia who held the title of Miss Food City 2006.

GMA/FPA Names Emily Beizer V.P. of International Affairs

Grocery Manufacturers/ Food Products Association (GMA/ FPA) president and CEO, Cal Dooley, today announced that Emily S. Beizer has been named Vice President of International Affairs for GMA/FPA.

"I am extremely pleased that Emily has agreed to join GMA/FPA," Dooley said. "Having worked closely with her when she was my Legislative Director/Deputy Chief of Staff during my time in the U.S. Congress, I know her to be a consummate professional. Her governmental and policy expertise, along with her relationships with decision makers and her command of the international trade arena, make her the perfect choice to help GMA/FPA accomplish its goals on behalf of its members."

Most recently Beizer served as Senior Policy Advisor, Government and Global Trade for Mayer, Brown, Rowe & Maw LLP, where she provided government affairs and policy consulting to clients, including Fortune 500 companies, in the areas of international trade, market access, intellectual property, agriculture, financial services, media, and energy policy. Ms. Beizer also served as Assistant U.S. Trade Representative for Congressional Affairs within the Executive Office of the President, Office of the U.S. Trade Representative, where she was a principal liaison to the Congress for the U.S. Trade Representative.

"I am excited to join the GMA/FPA team, and look forward to working with the Association and its members to achieve their goal of free flow of trade across international boundaries without unwarranted restrictions," said Beizer.



■ EMILY BEIZER

Winners of Coca-Cola/Food Lion Joint Sweepstakes Announced

Ronald Robertson of Laurel, MD, was the Grand Prize winner of a \$20,000 scholarship during halftime of the CIAA men's championship game in Charlotte, NC, on March 3.

Robertson was one of 11 finalists who participated in the Food Lion - Coca-Cola Scholarship Sweepstakes, an in-store promotion held in January, earning finalists a VIP trip to the CIAA Tournament and a chance to win up to \$35,000 in CIAA Scholarships. Food Lion and Coca-Cola hosted the finalists during the CIAA tournament weekend and invited all 11 to the playing floor for the winner announcement.

Runner-Up Prize winner for a \$5,000 scholarship was Sandra Lewis from Lynchburg, VA, and the First Prize winner of a \$10,000 scholarship was Denise Williams of Charlotte, NC.

Finalists selected a basketball with a number (1-11) and during the CIAA Championship finals on March 3, Food Lion's Eric Watson, vice president of Talent Acquisition and the Office of Diversity & Inclusion, randomly selected one Grand Prize, First Prize and Runner-Up Prize winner. Watson selected the winners by drawing three numbered MVP cards, Food Lion's membership card, from a crystal bowl. Food Lion Chief Operating Officer



■ Winners of the Food Lion - Coca-Cola Scholarship Sweepstakes. Sandra Lewis from Lynchburg, VA, Runner-Up Prize winner of a \$5,000 scholarship; Cathy Green, Food Lion LLC chief operating officer; Ronald Robertson of Laurel, MD, Grand Prize winner of a \$20,000 scholarship; Tonya Lewis, Coca-Cola vice president; Eric Watson, Food Lion vice president of Talent Acquisition and the Office of Diversity & Inclusion; Denise Williams of Charlotte, NC, First Prize winner of a \$10,000 scholarship, during halftime of the CIAA men's championship game in Charlotte, NC, on March 3.

Cathy Green had just accepted the bowl on behalf of the company from CIAA Commissioner Leon Kerry for Food Lion being selected as the 2007 CIAA Partner of the Year.

March 2 was Food Lion Day at the CIAA. Every fan entering the Charlotte Bobcats Arena received a free Food Lion-CIAA T-shirt. During halftime of the evening's second game, Food Lion presented the CIAA a check for \$300,000. The money will assist each school's

scholarship fund.

Food Lion has been an Official Corporate Partner of the CIAA for 14 years. Through this relationship, Food Lion has provided scholarships to deserving students at historically black colleges and universities. Food Lion also is the title sponsor of the Food Lion CIAA Women's Basketball Tournament. The women of North Carolina Central University brought home the women's championship trophy.



■ SCOTT HARRISON



■ GEOFF WALDAU



■ LEWIS CAMPBELL



■ ROBERT CANIPE



■ BONNIE MOORE

Five Food Lion LLC Vice Presidents Assume New Roles

Food Lion LLC has announced the transition of five vice presidents to other cross-functional leadership roles within the company.

In Operations, Scott Harrison, formerly vice president of Retail Operations in the company's Southern Division, has been named vice president of Retail Operations for the Central Division. Geoff Waldau has been named vice president of Retail Operations in the Southern Division.

He was previously vice president of Merchandising Services.

Lewis Campbell, formerly vice president Dry Category, moves from that role to vice president of Merchandising Services. And, Robert Canipe, who previously served as Marketing's vice president of Business Strategy, has been named vice president of Dry Category Management.

In Human Resources, Bonnie

Moore has been named vice president Associate Relations. She was previously vice president of Human Resources – Organizational Development.

According to the company, the moves provide corporate leaders with cross-functional development opportunities and are consistent with Food Lion LLC's commitment to enhance and grow organizational knowledge and experience.

Acosta Completes Fresh Foods Acquisitions

Acosta Sales and Marketing Company has completed the acquisition of Crawford and Company Brokerage Inc., Impact Food Sales Inc., and Amalgamated Brokerage Corporation. These acquisitions will advance Acosta's strategy to expand its presence in the fresh foods area.

Located in Wichita, KS, Crawford and Company is a leading fresh foods sales and marketing company serving Dillon's. Owner Bob Crawford and his team of 10 associates have more than 20 years of experience in this market.

Impact Sales is a Salt Lake City-based company heavily focused in the bakery side of fresh foods. Owner Matt Roundy has more than 15 years of experience in this market. Impact has 16 associates lo-

cated in Utah, Colorado, Idaho, Montana and South Dakota.

Serving Phoenix and Southern California, Amalgamated Brokerage Owners Jerry Hoffman and Mike Polini have established excellent relationships with Fry's and Ralph's which will help Acosta in its fresh foods expansion. Amalgamated has 14 associates located in Arizona and California.

Acosta President and Chief Operating Officer Robert Hill noted, "Each of these agencies has a client portfolio that is very complementary to our existing Acosta Fresh Foods organization. We are excited to have them join our Acosta family and look forward to growing our fresh foods business in each of their markets."

Food City Celebrating 15 Years As Sponsor Of Bristol Spring Cup Race

In 1992, when Food City signed on as sponsor of Bristol Motor Speedway's spring race, little did they know that 15 years later they would become the second longest running sponsor of a Nextel Cup race in all of NASCAR.

Likewise, when they staged the very first Food City Family Race Night at their Kingsport, TN Eastman Road Food City 20 years ago, they had no idea the event would turn into the bi-annual race week spectacle, attended by tens of thousands, it has become. It's been a heck of a ride for Food City and one the company has gladly taken.

"It's hard to believe that it's been 15 years since we sponsored our first Cup race here at Bristol Motor Speedway," said Food City President and CEO Steven C. Smith. Smith will watch the green flag fall on the Food City 500 for the 15th time on March 25. "We originally became involved with racing through sponsors, working with Dale Earnhardt and several other drivers. I've always been a big race fan and felt we needed to play a larger role in NASCAR. Sponsoring Bristol Motor Speedway's spring Cup race was the perfect solution. We've been looking forward to commemorating our 15th anniversary for some time and we hope to continue bringing fans to the Food City 500 for many years to come."

Bristol Motor Speedway president and general manager, Jeff Byrd couldn't be more appreciative of the Speedway's relationship with Food City, who also sponsors the August Busch Series race.

"It's very, very difficult these days to find sponsors who'll stick with



■ Jeff Byrd, President and General Manager of Bristol Motor Speedway looks on as Steve Smith, President and CEO of Food City signs a 3-year contract extension to sponsor the Food City 500 and Food City 250.

you for a couple of years, let alone 15," he said. "We have a tremendous relationship with the folks at Food City – they are part of the Bristol Motor Speedway and their support has been invaluable to us. Fifteen years in the sport as the sponsor of one of the most popular races in NASCAR says an awful lot about Food City's commitment, not just to Bristol Motor Speedway but to racing, as well. We feel very fortunate to have them as a partner and also a great friend."

"If any event were to stand as a testament to how the racing world has evolved, Food City Family Race Night would surely be it," said Smith. "We wanted to do something special for the fans all those years ago and 20 years later they've helped it grow

just as the sport has grown. Race fans continue to support Food City Family Race Night and we couldn't be more proud that we're able to do something special like this for them."

Food City is also introducing a new race logo for the spring event. The new Food City 500 logo will be used for the first time in conjunction with this year's event.

"We wanted to create a new look to commemorate our 15th anniversary," said Smith. "We plan on being part of Bristol Motor Speedway and this wonderful sport for many years to come. Our name is synonymous with Bristol and the Food City 500 and Food City 250. When you're part of an event that's been voted the best on the circuit, it doesn't get much better than that."

COMING EVENTS

APRIL

23-25

MEDITERRANEAN EXPERIENCE 2007 CULINARY TRADE FAIR, Orlando, FL. For additional information, contact: info@mediterraneanexpo.com or www.mediterraneanexpo.com

MAY

4-6

FOOD MARKETING INSTITUTE [FMI] SHOW PLUS MARKETECHNICS® Hyatt Regency, Dallas, TX. For more information visit website: www.fmishow.com

5-7

FOOD MARKETING INSTITUTE [FMI] SHOW PLUS MARKETECHNICS® Las Vegas, NV. Mandalay Bay. For more information, visit website: www.fmishow.com

6-8

FOOD MARKETING INSTITUTE [FMI] SHOW PLUS MARKETECHNICS® McCormick Place, Chicago, IL. For more information www.fmishow.com

JUNE

9-11

WORLD TEA EXPO., Georgia World Congress Center, Atlanta, GA. For more details, TEL: 702-253-1893.

24 - July 1

ASSOCIATED GROCERS OF FLORIDA - Annual Retailers Incentive Trip "Barefoot in Paradise" Western Caribbean Cruise

JULY

18-22

GEORGIA FOOD INDUSTRY ASSN. (GFIA) Annual Convention, Sandestin Golf and Beach Resort, Sandestin, FL. For more information, Tel.: 770-438-7744.

20-22

BAGELFEST 2007 21st Annual Lender's Bagelfest, Peterson Park, Mattoon, IL. For more information, log on to www.mattoonillinois.org.

24-25

ASSOCIATED GROCERS OF THE SOUTH, INC. Food Show, Birmingham, AL. For more information, contact Stan Alexander Tel. 205-808-4813 or Tom Keller 205-808-4968.

30-August 1

The ALABAMA GROCERS ASSOCIATION Annual Convention at the Sandestin Beach Resort in Destin, FL. For information, call 205-823-5498 or 800-844-2391. Additional information is available at www.alabamagrocers.org.

AUGUST

22

SOUTHEAST WHOLESALE FOODS Buying Event and Customer Appreciation Celebration - Hilton Miami Airport Hotel, Miami, FL. For additional information, contact: Mary Lopez at 305-883-1198 ext. 100 or your SWF Sales Representative.

16-17

ASSOCIATED GROCERS OF FLORIDA "Deal or no Deal" Buying Show - Sheraton Mart Hotel and Expo Center, Miami, FL. For additional information contact: John Weal at Tel. 954/876-300.

OCTOBER

12-15

PRODUCE MARKETING ASSOCIATION (PMA) Fresh Summit, Annual Meeting, Houston, TX. For additional information, call 302-738-7100.

22

ALABAMA GROCERS EDUCATION FOUNDATION Fall Golf Classic, Pine Tree Country Club in Birmingham, AL. For more information, call 205-823-5498 or go to www.alabamagrocers.org.

To have your function included in this column, send complete information at least 90 days in advance. Please send to:
Dennis Kane, Editor, TODAY'S GROCER,
P.O. Box 430760, S. Miami, FL 33243 or email to: dennismkane@todaysgrocer.com

38 Español

TODAY'S
GROCER

Julio Sánchez

El hombre que tiene a la Florida exclamando "¡Bravo a los Supermercados Bravo!"

Cuando uno está comenzando una nueva compañía o cuando se es nuevo en el negocio, mejor nos aseguramos de elegir a la persona correcta para el trabajo. Alguien que encarne los atributos necesarios para el éxito: conocimiento, experiencia, personalidad, liderazgo... ¡incluso si no está partiendo desde cero, pero casi!

Cuando la dirección de Krasdale Foods tomó la decisión de introducir su altamente exitoso concepto de Bravo SuperMarkets en el Estado del Sol, buscaron dura y pacientemente antes de hacer la elección sobre la persona indicada para conducir los destinos de la nueva aventura en la Florida. Afortunadamente, hicieron la elección óptima cuando nombraron a un veterano de la industria de los víveres, Julio Sánchez, para dirigir la División del Sureste.

Muy bien conocido por todos los miembros del ramo en la Florida Food Industry, Sánchez sube a bordo del proyecto cuando se une a Bravo y a la compañía pariente Krasdale Foods, el 18 de mayo del 2003. "Yo estaba buscando la oportunidad de desafiar el reto", confesó recientemente Sánchez a TODAY'S GROCER. "Me miré en el espejo y me dije, 'tú puedes lograrlo'".

El concepto y programa de Bravo es de probado suceso en el área metropolitana de New York, una zona triestatal que lleva buen paso con los supermercados trabajados por algunos de los más progresistas operadores independientes en la actividad.

"Siempre disfruté trabajar con los minoristas independientes, ayudándoles a hacer crecer sus tiendas", continuó Sánchez. "Me encanta trabajar con la gente y hacer que las cosas salgan. Me gusta ser creativo, lo llevo en la sangre. No veo a mi trabajo como una simple ocupación, sino como un recompensador modo de



■ Julio acredita mucho de su mérito a su mentor y fuente de conocimiento e inspiración, Dennis Wallin, Vicepresidente de Desarrollo de Negocios de la División del Sureste de Bravo Supermarkets.

vida. Éste, en realidad, es un negocio simple. Lo odias o lo amas, pero ocurre que se le quiere, especialmente trabajando para Krasdale. ¡Me siento tan feliz de levantarme cada mañana para ir a trabajar...!"

Sin embargo, Sánchez no lo ha hecho todo solo. Callada y eficientemente ha ensamblado un equipo de trabajo de experimentados veteranos del medio que funcionan eficazmente en nombre de los minoristas a los que sirven. Incluido en este grupo de individuos clave están José Jorge —Asesor Minorista (Sur); Bob Sawyer —Desarrollador de Nuevos Negocios/Asesor Minorista; Richie Sánchez —Asesor Minorista (Norte); Alina Leal —Manager de Mercadería (División Sureste), y Mayra Rodríguez —Mercadeo y Servicio al Cliente—. Juntos, el grupo opera desde sus oficinas centrales localizadas en el Blue Lagoon Office Park, en Blue Lagoon Drive, Suite 857, Miami, FL 33126.

"No puedes hacer todo esto tú solo. La gente de la que he estado rodeado estos cuatro años llevan mucho del crédito de hacer del concepto Bravo un éxito en el Sur de la Florida".

El equipo de Bravo basado en la Florida es capaz de utilizar las vastas fuentes y expe-

riencias de las oficinas centrales de New York. Esto incluye el desarrollo de negocios, mercadeo, mercadería y publicidad, y otros muchos recursos necesarios para mantener competitivos a los operadores independientes con sus contrapartes en la cadena.

Sánchez es responsable de mucho del éxito que Bravo está disfrutando en el Sureste, y a los esfuerzos de Dennis Wallin, Vicepresidente de Desarrollo de Negocios de la División Sureste de la compañía. "Dennis es mi amigo y un líder dentro de la industria. Es alguien del que siempre estoy atento a lo pone sobre la mesa. No sólo aquí en la Florida, sino también en New York. Siempre ha estado ahí a por mí".

Los que conocen a Sánchez saben que es un trabajador duro, que a menudo pone 50 y 60 horas de trabajo a la semana. "Me encanta estar alrededor de la gente... de eso se trata en mi negocio".

Sánchez atribuye mucho del éxito del concepto de Bravo en la Florida a tres factores principalmente: 1)-Concepto, 2)-la oportunidad que ofrece Krasdale... y 3)-El apoyo de mercadeo que la compañía garantiza a sus clientes.

"No somos un mayorista, somos una sociedad", asegura con orgullo. Y agrega: "Cualquier cosa que podamos hacer para ayudar a nuestros minoristas a crecer el negocio, lo hacemos. No se trata sólo de dinero, se trata de hacer las cosas correctas para nuestros operadores. Es duro ser un operador independiente en el competitivo ambiente de hoy. Necesitan el apoyo que sólo un equipo les puede brindar. Y nosotros brindamos ese apoyo desde la A hasta la Z. Eso incluye mercadería, equipo de publicidad, etc. Tenemos la fórmula correcta para ayudar a los supermarkets, es el Equipo de Esfuerzo. Los detallistas nos dan la oportunidad de ayudarlos a alcanzar sus metas".



■ Julio Sánchez junto a su amigo y veterano del ramo en la Florida Jack Swart, Vicepresidente/Manager de Ventas Nacionales de International Distributors of Grand Bahama Ltd. [IDGBL].

Krasdale Foods provee el concepto, el apoyo de mercadeo. "Krasdale es una compañía fuerte que se ha hecho grande y fuerte porque nuestros detallistas saben que podemos hacerlos ricos", expresa Sánchez orgullosamente. "Todos esos componentes — agrega — están disponibles a los operadores independientes de Bravo en la Florida, mientras que les suplimos la tienda a través de una muy cooperativa relación de trabajo que la compañía ha forjado con Associated Grocers of Florida, Inc. Tenemos una gran relación de trabajo y recibimos un apoyo enorme de nuestros proveedores de servicio en Associated Grocers. Juntos hemos desarrollado el concepto".

Sánchez también es responsable de otro número de compañías cuyos roles han sido cruciales en el continuo desarrollo de los operadores de Bravo. Estas firmas incluyen compañías tan prominentes como Quirch Foods; Sun City Produce; Goya; Iberia; La Fe, y otros vendedores. También, de la asistencia de corredores de víveres y representantes de manufacturadores, además de proveedores de tiendas y de equipamiento.

Hoy hay varios Bravo SuperMarkets operando en la medida de entre 12 y 43 mil pies cuadrados en el Estado del Sol, con más abriendo cada día. Recientemente, abrieron tiendas en Pembroke Pines y Haines City, y otra tienda está a punto de abrir en la intersección de la 103 Calle y 7 Avenida del NW de Miami. Adicionales perspectivas están programadas en Winter Garden y otras localidades.

"Nuestros operadores son un grupo de gente experimentada, con conocimiento", apunta Sánchez. "Somos muy afortunados de trabajar con tan selecto grupo de hombres y mujeres. Son líderes y escuchan y aprenden de nosotros. Son nuestros socios,

y tenemos una excelente relación con ellos. Somos un verdadero equipo, y contamos con el apoyo de ellos porque creen en lo que estamos haciendo... son gente buena".

Mirando hacia dentro en su compañía, Sánchez dice: Bravo/Krasdale es muy apreciado por lo que hemos hecho aquí en la Florida".

Aunque Bravo ha estado operando en el mercado de la Florida por breve tiempo, Julio Sánchez ha jugado un rol de larga data aquí en el negocio de los víveres.

JULIO A SÁNCHEZ nació en 1952 en La Habana, Cuba, donde su padre trabajó en los restaurantes y supermercados poseídos por la familia en La Isla. Tras la caída del gobierno, Julio, su padre y su tío abandonaron el país y se fueron a España en 1963. Con sus abuelos ya en los EE.UU., Julio llegó aquí en 1965, a los 12 años de edad. Mientras estaba en High School, el joven Julio comenzó empacando mercancías a los 16 años en The Grand Union Company, en la tienda #714 que todavía hoy funciona bajo distinto dueño en el Central Shopping Plaza en Miami. Su dedicación y duro trabajo pronto le hicieron ser notado por sus superiores. Tras graduarse del Miami Senior High, Julio estudió Business Administración en el Miami Dade Community College. Al mismo tiempo, comenzó a avanzar en Grand Union. Pronto llegaron las promociones de paso en paso hasta ser Manager de Víveres antes de ser nombrado Manager de Establecimiento de la tienda localizada en la 12 Avenida y Flagler.

Poco tiempo después, Julio regresó a la tienda #714, donde comenzó el entrenamiento para hacerse Supervisor de Productos del Agro. Posteriormente se convirtió en Manager de Distrito de 12 tiendas en el Condado de



■ Julio con otro viejo amigo y miembro de Bravo, el Asesor Minorista José Jorge.



■ JULIO SÁNCHEZ en el Departamento Floral del nuevo Bravo Supermarket de Pembroke Pines.

Miami-Dade County, hasta que en 1983 Grand Union se salió del mercado de Miami.

Su conocimiento del mercado de Miami y su experiencia obtenidos en Grand Union rápidamente le hicieron aterrizar en SUPERVALU como Asesor de Productos del Agro para el Mercado Hispano. SUPERVALU también posteriormente abandonó la escena del Sur de la Florida, y por los próximos 3 años Julio fue parte propietario y Supervisor de América Supermarkets, que operaba tiendas en la Calle 8th del SW y la 5 Avenida, y en la 8 y la 62 Avenida.

Luego Julio se unió a Pueblo International como Director Asistente de la tienda para uno de los Xtra Super Food Center de la compañía localizado en Hialeah. Seis meses más tarde fue promovido a Director de Tienda en la unidad de alto volumen de Dadeland. Tres años más adelante fue ascendido a Director de Operaciones para las tiendas de Miami, hasta que también Xtra abandonó el medio minorista en el Sur de la Florida.

Con un montón de experiencia al detalle en sus bolsillos, se volvió Manager de Establecimiento del Office Depot de la Flagler y la 77 Avenida, pero no pudo resistir la tentación de regresar al mundo de los viveres. Un año después se unió a Fleming, en la División de Miami, como asesor para su grupo de tiendas de IGA. Julio permaneció en su capacidad por los próximos 5 años antes de ser promovido a la plaza de Manager de Ventas Divisionales para todos los asesores minoristas en Miami. Durante su tiempo en Fleming, también hizo servicio como Director de Operaciones de Tienda para los Hyde Park corporativos en las locaciones de Miami.

A lo largo de años, Julio ha mantenido muchas afiliaciones profesionales, mientras que permanece activo en los servicios comunitarios. Ello incluye relaciones con la Cámara Latina de Comercio de Kendall; La Liga Contra el Cáncer, y las Cámaras de Comercio Latino del Condado de Broward.

En su carrera, Julio ha establecido récords de ventas mientras operaba tiendas al detalle. Julio recibió dos reconocimientos especiales en 1990 de la Cámara Latina de Comercio (CAMACOL) cuando la organización lo nombró Comerciante del Mes Y Hombre de Negocio del Año. El Club de Mujeres Cubanas "Floridana 90" lo nombró Gran Benefactor ese mismo año y también le fue otorgado otro galardón por la publicación El Vendedor, el órgano oficial de la Asociación de Vendedores del Estado de la Florida. Xavier Suárez, Alcalde de Miami, le premió con un reconocimiento especial en 1991 por sus esfuerzos en pedir donaciones para los ancianos. Pero nada de esto habría sido posible sin el apoyo de su esposa por 34 años, la inefable Margarita. A la vez que mentenía su carrera en el Miami Children's Hospital, Margarita y Julio han criado dos hijas, Suzette Ruiz, Directora de Escuela, casada con René, abogado, y Jenny Alfonso, farmacéutica, también casada con Adrián, que es CPA.

La pareja conserva su casa en Miami donde Julio disfruta de pasar tiempo de calidad con su familia e irse de vacaciones y seguir todo tipo de deportes.

"He tratado de establecer una simple filosofía para mí mismo y los otros miembros de la familia de Bravo aquí en la Florida. Tomamos un día a la vez, ¡y la pasamos bien todo el tiempo!".



■ Poniéndole pimienta a las ventas: En el recientemente instalado display de Badia en el Winn-Dixie #243 de Hialeah, en la Florida (de izq. a der.): Héctor González, Supervisor de Ventas de Badia Spices; Tony Jorge, Manager de Distrito de Winn-Dixie para las Tiendas del Condado de Miami-Dade; Nelson Tarke, Director Nacional de Ventas de Badia, y Daisy Cordorvi, Directora del W-D #243. Daisy lleva 10 años con Winn-Dixie.

Las mercancías de Winn-Dixie ahora cuenta con más sabor hispano

La Cadena trabaja con las especias Badia en un enorme display en tienda del área de Miami

Winn-Dixie Stores, Inc. está llevando su lema "El Sabor de tu País" al corazón de la compañía. Trabajando en conjunto con Badia Spices, Inc., recientemente construyó el más grande anaquel de las especias de la marca en el Estado de la Florida en una de sus ubicaciones en Hialeah.

A finales del mes pasado, el equipo del display de Badia Spices construyó un anaquel permanente de 32 pies en el Winn-Dixie #243 localizado en Palm Springs Mile.

La idea del masivo expositor salió de Tony Jorge, Manager de Distrito de Winn-Dixie. "Quería hacer una declaración aquí en Hialeah",

reveló Jorge a TODAY'S GROCER. "La mayoría de la clientela en esta tienda es hispana, así como nuestro entero personal. Queríamos hacerles saber a nuestros consumidores hispanos cuán comprometidos estamos con satisfacer sus necesidades".

Jorge contactó al personal de Badia Spices e inmediatamente todo comenzó a girar, desde el diseño y la construcción hasta el final del imponente anaquel permanente cerca del departamento del Agro, más allá de las registradoras.

"Este display ha sido construido particularmente para esta tienda", nos comentó también Héctor González, Supervisor de Ventas de Badia. Con 32 pies de largo, dedica 16 a un surtido de especias del reconocido fabricante. Los 16 pies restantes muestran una variedad de galletitas. El súperanaquel consiste de aproximadamente 60 pies lineales con más de 110 productos Badia, que demues-

tran el compromiso de la firma con los consumidores hispanos.

"Proveemos a los hispanos y queremos que los hispanos lo sepan", continuó Jorge. Y añadió: "Alrededor de 90% de nuestra base de clientes es hispana, mayormente cubana y queremos que nuestros compradores en el área continúen creciendo mientras nosotros continuaremos añadiendo más productos étnicos".

El atractivo display iluminado fue instalado en la tienda de gran volumen y 55 mil pies cuadrados de extensión que ha estado sirviendo a la gente de Hialeah desde 1996.

Badia Spices tiene un departamento de construcción de displays junto a sus oficinas centrales en Miami. Quizás usted no necesite un display tan grande en su tienda, sin embargo, cualquier que fuese su necesidad, puede llamar a Badia al (305) 629-8000 para asistencia en ventas y mercadería.

Promoción en AG of Florida

Nombran a Amaury Portela Vicepresidente de Desarrollo de Nuevos Negocios

Amaury Portela ha sido promovido a la posición de Vicepresidente de Desarrollo de Nuevos Negocios de Associated Grocers of Florida, Inc., según lo anunciado recientemente por Cal Miller, Presidente y CEO de la compañía. En su nueva capacidad, Portela será responsable de la solicitud de nuevos negocios y de ofrecer servicios a los clientes y miembros ya existentes.

Portela se ha elevado de posición en posición rápidamente durante los cuatro años que ha estado con AG.

"Amaury lleva su trabajo muy bien, con orgullo, con una capacidad y profe-

sionalismo muy altos", reveló Miller a TODAY'S GROCER. "Es un individuo que destaca, que representa un tremendo crédito para nuestra compañía, y además es un gran hombre de familia. Somos muy afortunados en tenerle en nuestro equipo".

Portela aporta una gran experiencia a su nueva posición, gracias a su permanencia de más de 15 años en la industria de los viveres. Comenzó en el negocio de correduría en 1992 con Acosta Sales, actividad que abandonó tiempo después para irse a Best Foods donde pasó 6 años como ejecutivo de cuentas

para el mercado de Miami. Tras dejar Best Foods, pasó los próximos cuatro años como consultor minorista en Fleming Cos. - Miami Division. Antes de unirse a AG of Florida en septiembre del 2003, Portela también fue comprador de viveres para Navarro Discount y consultor minorista en Southeast Wholesale Foods.

Natural de La Habana, Cuba, Amaury llegó a los EEUU en 1985. Graduado en 1991 de la American Senior High, también estudió en el Miami Dade Community College.

Amaury y su esposa, Gladys, residen en Miami Lakes con sus hijos.



■ RECIENTEMENTE NOMBRADO VP. Amaury Portela, a la derecha, es el nuevo Vicepresidente de Desarrollo de Negocios de Associated Grocers of Florida. En la gráfica, recibe felicitaciones del Presidente de la compañía, Cal Miller.

DEAL OR NO DEAL

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